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Bowling Green State University

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Core values come first, Ribeau says

1998-99 priorities cross campus community

President Sidney Ribeau used what he called "my first high-tech opening-day address" to reinforce the importance of the basic values he said are "essential to all we do" at the University.

Incorporation of the core values—respect for one another, cooperation, intellectual and spiritual growth, creative imaginings and pride in a job well done—is necessary if the University is to achieve the six priorities set for this academic year, Ribeau said Monday (Aug. 24) in the Student Union's Lenhart Grand Ballroom.

Established after consultation with the Legions advisory group and the president's cabinet, those priorities include recruitment, student success, faculty and staff compensation, graduate education and research, professional training and development, and assessment of academic and nonacademic programs and the way in which they are delivered.

Recruitment

The first priority, recruitment, will build upon last year's successful efforts. This falls freshman class numbers about 3,528—19 percent more than a year ago.

That is "truly an amazing feat," the president said, recalling that he had heard "a litany of reasons why it couldn't happen."

"Everybody in the University who did something for the University in this recruitment effort really needs to savor this victory," he added, praising the Enrollment Network and academic colleges for their work.

He also singled out a custodian whom he said helped attract a student or two to Bowling Green by talking about the University at a church.

The numbers of this fall's first-year students are higher than their 1997 counterparts in more ways than one. They enter college with a better average ACT score (22.2) and high school grade point average (3.16) than last year's freshmen, who were at 22.1 and 3.12, respectively.

Thus, the enrollment increase came without compromising academic standards, Ribeau said, drawing applause from the roughly 500 faculty and staff who attended the multimedia presentation.

"While it is important that we celebrate this year's enrollment success, recruitment must continue to remain a top priority for all members of the University community," the president said.

Student Success

Then there's the more important matter, he said, of giving students an opportunity to be successful once they're on campus.

"While recruitment efforts are vital to the future livelihood of the institution, it is our collective responsibility to provide an environment at BGU that enables students to succeed," both in and out of the classroom, he said, citing student involvement as the key.

"Research has shown that by making a meaningful connection with at least one other person, the campus students are more likely to be successful in college, matriculate to graduation and become good citizens with a strong sense of civic responsibility," Ribeau noted.

New faculty initiatives aimed at helping students succeed are "Leading and Learning Together" and "PLUS," a Faculty Senate-division of Student Affairs program "designed to get faculty and students to come together in an informal setting where faculty can assist students in identifying their needs early in the postsecondary experience," Ribeau said.

The new efforts should create an environment that encourages stronger mentor relationships, which "undoubtedly contribute to student success and are true treasures within the academic community," he said.

Those initiatives join existing, student success-oriented programs and learning communities, including UNIV 100, Springboard, BG Effect, the President's Leaders­ship Academy and Chapman.

About 30 percent of this fall's first-year students are in one of those programs, which is "well on the way" to his goal of 100 percent participation by freshmen in at least one such experience, the president said.

Compensation

Addressing estimated 500 faculty and staff Monday (Aug. 24) in the Lenhart Grand Ballroom of the Student Union, President Sidney Ribeau prepares to outline the University's six priorities for 1998-99.

BGSU ranked among magazine's top 100 public-college values

A national publication has put the University in select company.

Bowling Green is ranked among the top 100 values in state universities by Kiplinger's Personal Finance Magazine in its September issue.

The University is tied for 96th on the list with West Virginia University. The University of North Carolina at Chapel Hill and the University of Virginia are one-two in the rankings, which include three other Ohio schools—Miami (30th), Ohio University (38th) and Ohio State (92nd).

Kiplinger's compared 200 institutions but ranked only the top 100 on the basis of costs (in-state and out-of-state tuition, room and board); quality (four- and six-year graduation rates, admission and freshman retention rates, SAT/ACT scores of the middle half of the freshman class), and financial aid measures.

In rankings of 227 national universities by U.S. News & World Report, Bowling Green is in the third tier, which comprises numbers 118-167 and also includes the University of Cincinnati.

Miami, Ohio University and Ohio State are second­tier schools (numbers 51-113) in the U.S. News rankings, while fourth-tier universities include Clevel­land State, Kent State, Ak­ron, Toledo and Wright State.

Harvard, Princeton and Yale tied for first on the U.S. News list, which adds a subjective "reputation score" to its rating system. Admission, freshman retention and graduation rates are also considered, as are SAT/ACT scores of the middle half of freshmen; class sizes (percentage under 20 and over 50); percentage of full-time faculty; percentage of freshmen in the top 10 percent of their high school class, and alumni giving rates.

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One key component of our compensation plan will be to carefully re-examine the composition of appropriate peer groups against which we benchmark BGU compensation," Ribeau continued.

"For classified staff, the most relevant comparison group is probably the local labor market where we are competing with other em­ployers," he said. For faculty, the most relevant groups are comparable institutions in Ohio and nationwide, and for administrative staff, "we will most likely need a mixture of local, state and/or national peer groups," he added.

He also emphasized that the planned approach to the compensation issue relies on two major assumptions—continued progress in enrollment and state financial support that at least keeps pace with inflation. If those things happen, "we can do this" with compensation, he stressed.

Graduate Education

Addressing graduate education and research, Ribeau said it's not enough to say the University's doctoral programs are "OK or

(Continued on page 2)
CSC opposes remote access fee

 Classified Staff Council (CSC) on Aug. 19 approved a resolution opposing the University's plan to charge a computer network access fee to off-campus users.

 The resolution—drafted by a committee of the Constituent Groups Caucus—is contingent upon its approval by the full caucus.

 Beginning next month, under an agreement with Sprint Corp., the University plans to charge students, faculty and staff $12.95 a month for off-campus network connections.

 The proposal has created controversy among campus constituent groups, who oppose not only the cost but also what they say was lack of consultation before the decision was made.

 The same resolution passed by CSC will be considered by other constituent groups, including Administrative Staff Council and Faculty Senate, for action.

 The resolution states that the University "has, over the past four years, increasingly encouraged and supported the use of the campus network as a learning and communications tool" at no additional cost.

 It points out that free off-campus Internet access is available at a number of Ohio universities and the University of Michigan.

 According to the resolution, imposition of the fee "has the potential to limit the current use and expansion of technology for learning and communication" and "any fee for off-campus Internet access may marginalize those with less ability to pay for this service."

 The resolution notes that current undergraduate students are "already assessed a fee for the use of technology and have also been assessed an increase in tuition and fees for the 1998-99 academic year," and that "there was inadequate dialogue between the central administration and the University community via the five constituent groups about off-campus Internet access fees."

 Because "remote access to the campus network is a common and daily part of the University's educational and business activities," the resolution asks that the access fee be eliminated and that the leadership of the constituent groups work with the central administration "to promptly identify ways to provide high quality, reliable, remote access at no additional cost to students, faculty and staff."

 CSC Chair Jay Samelak, Student Union, said "Everyone I have heard from has been opposed to this," to which CSC members voiced general agreement.

 "It seems that another benefit of working here is disappearing," added CSC Treasurer Robin Euler, sponsored programs and research.

 The council also registered its strong opposition to the planned creation of a faculty lounge at the union.

 The lounge was located on the second floor of the union, where such a lounge was previously located before being discontinued several years ago.

 Members said they understood the need for collegiality among faculty but that such a lounge would be better located within a faculty-related area rather than in the Student Union. They also noted that locating the lounge in the union will eliminate space and potential revenue there.

 Also questioned was how the lounge would be financed, with plans for daily refreshment services to be provided there for faculty.

 Steve Lashaway, facilities services, said "It seems like this will divide a dividing line that the University has been trying to tear down."

 Nancy Frey, information technology services, agreed, noting that creation of such a lounge "is against what the President has been trying to do with creating a community here. If they have a private lounge, we would have to have a private lounge for each constituent group."

 CSC resolution expressed the group's displeasure at the "appearance of elitism" that would negatively impact certain areas, send the wrong message at the wrong time" and which is contrary to the University's core values.

 In another business, Samelak presented the ap­pointments to the group's standing committees and reported that the University's summer hours situation is being reviewed. The provost's office had asked departments to keep track of incoming phone calls on Friday afternoons, he said.

 "There was no single way it was done" in each office on campus, he said.

 100th birthday

 J. Russell Coffey, retired professor of physical and educational education, thanks College of Education and Human Development faculty and staff for the 100th birthday party they gave him at the college's opening-day event Aug. 24. Coffey, who taught at the University from 1948 until his retirement in 1969, holds a proclamation signed by Les Sternberg (rear), dean of the college. Coffey, who turns 100 on Tuesday (Sept. 1), was congratulated in the proclamation for "a long and fruitful life." A phrase backed by a cake and an oversized birthday card both decorated with apples.

 Latta named interim development director

 Marcia Sloan Latta has been named interim associ­ate vice president for University advancement and direc­tor of development.

 Latta, director of major gifts in the development office for the last five months, replaces J. Douglas Smith, who was promoted to interim vice president for University advancement earlier this month.

 Latta, a Bowling Green graduate, will be responsible for leadership and direction of the University's fund­raising efforts, including the areas of major gifts, stewardship and annual, corporate and planned giving. She will also assist Smith with the BGU Foundation Inc. and in preparing for a capital campaign.

 "Marcia's enthusiasm, competence and dedication make her eminently qualified to manage the overall fund­raising efforts of the University," Smith said.

 Latta has worked at the University for more than 12 years. She originally joined the staff in 1983 as assistant director of alumni affairs. She was director of planned giving in 1995 when she left to become director of development at St. Charles Mercy Hospital. She returned to Bowling Green this March.

 1998-99 Priorities

 (Continued from page 1)

 "good." He said we must ensure that the quality of our focused graduate programs (also including masters and specialist programs) are nationally competitive, and that while here, graduate students develop skills that further the University's mission and match the needs of the external environment.

 Professional development

 The fifth priority, professional training and development programs, is a holdover from last year. The president has said he would like each staff member to be able to pursue advanced training either on or off campus, in such areas as customer service, participatory management, conflict mediation, managerial effectiveness and sexual harassment education.

 Program Assessment

 Finally, he said assessment of programs and how they're delivered is vital when higher education is expected to "do more with less."

 "The University has engaged in major efforts to develop standards and review processes throughout the institution in order to improve performance and enhance the quality of academic programs and support units," he said.

 For example, he cited development of new program review policies for all academic and support units; a measurement tool by the Office of Institutional Research, for use during academic program reviews; standards and review processes related to the University's annual budget review process, and an administrative staff performance evaluation.

 He also pointed out efforts by the Student Achievement Assessment Committee to identify learning outcomes for students.

 "At the grassroots level, our institutional assessment should be grounded in responding to three basic questions: 1. What kind of citizens do we want our graduates to become? 2. What kind of society do we want them to live in? and 3. How can we best shape our institution to nurture those kinds of people and that kind of society?"

 "We are in the process of creating a University that didn't exist" several years ago, Ribeau said. "That's not a "fast, easy, clean process," and it doesn't always work like it should, he added, but the people involved must keep trying.

 "The institution," he said, "is a work in progress."

 The full text of the president's remarks is available on the University's home page on the Web.
Focus on teaching commended
at first New Faculty Conference

The University received a commendation Aug. 20 for “bringing teaching to the forefront of your work here. The effort to improve teaching is unfortunate for toxic and infrequent, so you are to be commended for that. Public universities need to do more with that type of thing.”

Giving the compliment was Bill Armitage, education faculty member at the University of Toledo and keynote speaker at Bowling Green’s first New Faculty Conference, sponsored by the provost’s office and the Center for Teaching, Learning and Technology.

Introduction himself as a public school teacher instead of a faculty member, Armitage explained that “I’ve worked in higher education since 1981, but this is my 25th year in some form of teaching and I see the University of Toledo and Bowling Green as extensions of the public school systems.”

Conducting a discussion with new faculty—about 120 are full time, including 65 on tenure track—Armitage asked them to identify and focus on such questions as what teaching is and where and how it occurs, and to organize their objectives in order to think systematically about their goals. He also said it is important for teachers to focus on objectives they can control.

“You need to investigate the notion of purpose, especially going into your first year at Bowling Green,” he said. “You need to ask yourself what you want to accomplish, what you stand for.”

Teaching, he said, involves multiple components, one of which is interest. “One element of that is what we are interested in and another is what is in our interest. Those two things may conflict, and it’s the role of being a teacher that allows us to move from what everyone is interested in to what is in the common interest,” Armitage said.

“We should be constantly going back and forth with that as a collective, multicultural community, and the classroom is the ideal place to do that,” he said.

The three-day conference also included panel discussions on the issues of “Students as Spectators—Actors” and “Technology: What does it have to do with Teaching and Learning?” as well as daily workshops on assignment-centered coursework.

Governor’s conference spotlights
University-city diversity initiatives

The joint efforts of town and gown to promote good relations among people of all races were recognized Wednesday (Aug. 26) in Columbus during the Governor’s Challenge Conference “Communities 2000.”

The conference for mayors, minority leaders, police chiefs, business and community leaders, as well as university and school administrators, spotlighted a handful of innovative programs from around the state as “best practices.”

In addition to showing a video clip about Bowling Green’s programs, University and city administrators discussed highlights of community efforts in a session titled “Racial Legacies in Learning.”

Lorna Gonsalves-Pinto, director of BGSU diversity initiatives, said the relationship between the University and city to work together on projects that promote diversity is key to the community’s success.

“This is truly an honor to be selected by the governor to give a presentation on what we’re doing here,” she added.

Also representing Bowling Green at the conference were Charles Middleton, provost and vice president for academic affairs; John Moore, former interim vice president for University advancement; James Wiehand, director of public safety; Bowling Green Mayor Wesly Hoffman; city administrator John Fawcett, and city police Chief Thomas Votava.

Recent activities undertaken in the community have included discussion forums, arts presentations and promotion of the University’s core values which emphasize respect for all people.

About 350 people attended the conference, where other “best practices” presentations showcased corporate and civic activities in Columbus, Euclid and Cincinnati.

Gov. George Voinovich has always been believed that “community leaders have a special responsibility to promote unity and positive race relations in our communities.”

He is committed as governor, he said, “to building an infrastructure of better human relations and cultural understanding in our state—an infrastructure far more important than any roads or bridges we might build.”

“Breakfast in BG” series set

This year’s “Breakfast in BG” series will begin Sept. 11 with William Gordon, executive director of the American Library Association, discussing “Libraries in the New Information Age.”

Subsequent speakers and their topics include:

- Larry Davenport, partner-in-charge of entrepreneurial services in the Toledo office of Ernst & Young and director of the Northwest Ohio Entrepreneur of the Year program, “Entrepreneurs Extraordinary!” April 30.
- Kickoff to Summer, May 28, speaker to be announced. The series will be held in 101 Oslcamp Hall, with the breakfast buffet opening at 7 a.m. and the program at 7:45 a.m.

Individual breakfasts cost $58, but all six are being offered for $40. Advance payment is required. Checks should be made payable to the BGSU Foundation Inc. and sent to “Breakfast in BG” at Midlen Alumni Center.

For more information, contact Carol Sanner at 2708 or Deb Boyce at dbboyce@bgnet.bgsu.edu. Anyone planning to attend the Sept. 11 program should make reservations by Sept. 7.
Outlined to dining services staff

Customer service do's and don'ts

How customers evaluate a service provider's performance boils down to five factors, University Dining Services staff were told Aug. 21.

And there's one unbreakable rule, applicable campus wide — to the customer, you are the college.

That was central to the message brought, often comically, by Chicago-based SST Communications to dining services staff and student employees at a year-opening orientation session in the Lenhart Grand Ballroom of the Student Union.

The two-man, two-woman troupe also covered the 10 "deadly sins" of customer service in their fast-paced presentation, "Managing the Moments of Truth."

Those moments are when a customer forms an opinion of the service provider, they said, stressing the five basic factors and frequently illustrating, in skits, how not to apply them.

First among the factors was reliability, and more specifically, keeping promises, or apologizing immediately if a promise is broken.

Offering help is providing responsiveness, while assurance involves knowledge as well as courtesy. While common courtesy is important, it should be backed with product and institutional knowledge; listening skills, and problem-solving ability, the speakers said.

Those fourth factor, empathy, entails sensitivity to the customer's needs but remaining sufficiently detached emotionally to be capable of solving problems.

Wrapping up the list are tangibles, as in anything the customer can see or feel, including the provider's appearance and even body language and other nonverbal cues.

The "deadly sins" begin with the three words "I don't know," SST founder Jeffrey Mangrum said. He reminded the audience, with its verbal help, of the importance of adding "...but I'll find out."

Also demonstrated with comedic effect were "sins" summarized by: "I don't care;" "I can't be bothered;" "I don't like you;" "I know it all;" "You don't know anything."

"Don't come back, and I'm right and you're wrong." On the latter point, Mangrum noted that the customer may not always be right but should be given the benefit of the doubt.

Prejudice and lack of respect for the customer's view, illustrated as a "hurry-up-and-wait" scenario, were the other "deadly sins."

The speakers also offered steps for dealing with customers, including hearing them out; apologizing, whether you're at fault or not, and taking action, then asking if it meets their needs.

There's often "a fine line between serving your customer well and strangling them with a goody two socks," Mangrum said, but if the service is good, everybody wins.

That kind of service should be celebrated, the speakers added, saying that what gets rewarded, gets repeated.

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Continuing education offers computer classes

The continuing education office is offering several free computer classes designed for University employees during September and October.

For new users, the following classes are offered:

- The Web, Sept. 14, 1-3 p.m. for Macintosh and 9-11 a.m. for PC/Windows 95.
- File Management, Sept. 24, 3-4 p.m. for Macintosh and 10-11:30 a.m. for PC/Windows 95.
- For instruction in the Internet, these classes will be offered:
  - The Web, Sept. 14, 1-3 p.m. for Macintosh and 9-11 a.m. for PC/Windows 95.
  - Email/Endora, Sept. 28, 1-3 p.m. for Macintosh and 9-11 a.m. for PC/Windows 95; and Oct. 15, 9-11 a.m. for Macintosh and 1-3 p.m. for PC/Windows 95.

For more information, locations and to register, call 2-8181.

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job postings

Contact human resources at 372-8421 for information regarding the following:

CLASSIFIED
Deadline for employees to apply is noon Friday (Sept. 4).

- Automotive Mechanic 3 (9-4-1) — Facilities Services/Grounds. Pay grade 10.
- Secretary 1 (9-4-3) — Management. Twelve-month, part-time position. Pay grade 6.
- Secretary 2 (9-4-4) — Academic Enhancement/Writing Lab. Pay grade 7.


In filling these positions, the University seeks to identify enthusiastic team players committed to serving the institution's faculty, staff and students in a manner consistent with the vision and core values of Bowling Green State University.

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campus calendar

Tuesday, Sept. 1
Psychology Colloquium, 4-5 p.m., 111 Business Administration Building. Carla Smith and William O'Brien will speak about "Occupation Health Psychology: A Preliminary Model for Interdisciplinary Training at the Graduate Level." Also participating will be Chris Keil, Fleming Fallon and Gary Silverman, all from environmental health.

Volleyball hosts Toledo, 7 p.m., Anderson Arena. Doors open at 6 p.m.; meet-the-team activities scheduled.

Wednesday, Sept. 2
Faculty Artist Series: Velvet Brown, tuba, 8 p.m., Bryan Recital Hall, Moore Musical Arts Center. Opening event of the 1998-99 Faculty Artist Series.

Thursday, Sept. 3
Administrative Staff Council, 1:30 p.m., Alumni Room, Student Union.

Saturday, Sept. 5
Women's soccer hosts Western Illinois, 1 p.m., Cochrane Field. First day of a two-day tournament.

Sunday, Sept. 6
Women's soccer hosts Robert Morris, 2 p.m., Cochrane Field.

Monday, Sept. 7
Labor Day holiday.

Continuing Events
Aug. 31 and Sept. 1
- Open Auditions for the BGSU Theatre Production of "Standing on My Knees," 7 p.m., 402 University Hall.

Sept. 7 and 8
- Open Auditions for the BGSU Theatre Production of "Woca Albert!", 7 p.m., 405 University Hall.

Sept. 7 and 8
- Open Auditions for the BGSU Theatre Production of "A Christmas Carol" adapted by F. Scott Regan, 7 p.m., 400 University Hall.

Fall continuing education classes

Following is a continuation of the listing of this semester's continuing education classes, which began in last week's Monitor. The remainder of the schedule will be printed in subsequent issues.

Sept. 14-Nov. 16
- Real Estate Appraisal. Mondays, 6-9 p.m., College Park Room 1, S123, 3 CEUs.

Sept. 14-Oct. 22
- Deline and Align. Sculp your body with impact-free resistance exercises. Mondays and Thursdays, 5:30-6:30 p.m., 221 Eppler North, $50.

Sept. 15-Oct. 20 or Oct. 27-Dec. 1
- Basic Yoga. Tuesdays, 6:30-7:30 p.m., 1104 A and B, Offenbauer West, $65.

Sept. 17-Oct. 8
- What Is Business Planning? 6-8 p.m., College Park Room 2, $40.

Sept. 17-Oct. 8
- Introduction to Curling. All equipment will be provided; bring a clean pair of tennis shoes. Thursdays, 7-9 p.m., Ice Arena, $50.

Sept. 17-Oct. 22
- Stealing from Life: Writing Short Stories. Thursdays, 7-8:30 p.m., location to be announced, $45.

Sept. 17-Oct. 22 or Oct. 29-Dec. 10
- Introduction to Jazz Dance for Adults. Thursdays, 7:30-8:30 p.m., location to be announced, $65.

Sept. 21-Nov. 9
- Beginning Ballroom Dancing. Enrollment limited, please register early. Mondays, 7:15-8:15 p.m., 221 Eppler North. For more information, call continuing education, 2-8181.

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health & safety

Office workers are susceptible to injuries and illness resulting from improper workplace design and practices. A key factor in preventing physical discomfort is correct use of an ergonomically designed office chair.

If you spend much or all of the work week seated, you should have an adjustable chair which accommodates your work tasks. Following are guidelines to help you select an office chair that's right for your needs:

- Adjustability: The height must be adjustable so you can comfortably reach your work. Office tasks such as keyboard use require a chair to be at a height which leaves the forearm in a horizontal position.

- Tilting seat. If your work activities require a chair that tilts, select a chair that allows you to incline the seat 5 degrees backward and 10 degrees forward.

- Back support. Look for a backrest with a lumbar support to help support the lower part of your back. Backrest should adjust vertically.

- Seat size. The seat should be at a depth that allows your back to make contact with the back support without creating pressure on the underside of the knee. Your foot should be able to fit between the back of your leg and the seat pan.

- Adjustable armrests. Armrests should be padded and vertically adjustable to accommodate your height. Armrests are not recommended if they prevent you from getting close to your keyboard or work tasks.

- Correct legs and casters. If you frequently reach, move sideways and turn in your chair, you should select a chair that can assist you in those movements. Different casters are available for different floor surfaces.

- Durability. The chair should have a fabric that "breathes." Quality chairs are $120 and up.

For more information, call environmental health and safety (2-2171).◆