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Monitor Newsletter July 30, 2007

Bowling Green State University

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BGSU strengthening connections, forging new ones in China

While many U.S. colleges and universities are rushing to China in the wake of the tremendous economic boom that is making headlines worldwide, "Bowling Green has been there since 1985," points out Dr. Rodney Rogers, dean of the College of Business Administration.

Having those connections, both with Chinese universities and the many successful BGSU alumni from China, positions the University well to provide further study and research opportunities for students and faculty, according to Jeff Grilliot, director of global initiatives. (See related story.)

BGSU wants to expand its long association with Xi'an International Studies University and Shandong University as well as create new partnerships with other universities. It has entered into a collaborative agreement with the nonprofit SEED (Strategic Education and Economic Development) Corp., along with the University of Toledo, the Toledo Port Authority and area businesses, to further its educational and economic development mission.

"Economic development at BGSU must have an international focus. China is the most rapidly growing economy in the world and, thus, we want to bolster our actions and activities there," said Dr. James Michael Smith, vice president for economic development and regional growth. "Student exchanges, faculty exchanges, language development opportunities and the actual creation of business partnerships with Chinese organizations are all in the best interest of Bowling Green State University. I certainly look forward to seeing these initiatives grow and develop. I also look forward to upcoming trade visits to China that will include involvement by myself and others actively engaged with economic development here at BGSU."

As part of an initial group visit earlier this month, Rogers traveled to China with Grilliot, representing Continuing and Extended Education (CEE), and Dr. Heinz Bulmahn, dean of the Graduate College and vice provost for research, along with other SEED members. Based upon what they learned, they will make initial recommendations to Smith for possible avenues BGSU could follow.

Though all three BGSU representatives had been to China before, they reported being amazed at the amount of development and growth that has taken place in the past few years. "It takes your breath away, the investments that are being made," Rogers said. "It's a stunning, growing economy and we need to give students and faculty a better sense of what is happening there."

China has become a land of great opportunity not only for business but for higher education as well, with benefits for BGSU extending to faculty, students and the University itself. "It's a country on the move," Bulmahn said.

Addressing the Chinese need for education

The rapid construction of new campuses and universities and the recent surge in the middle class—now estimated at 150-200 million people and expected to double within five years—have created a great demand for faculty and curriculum in China, Rogers said. In addition, the group learned, the Chinese still value an American degree.

"There are many opportunities for us to provide education," Rogers said. "There is an emerging middle class that want their children to be well educated." Helping the Chinese staff their new universities and develop academic programs could be mutually beneficial, he added, in that it would bring resources to BGSU that could be reinvested here.

In addition to the English language instruction BGSU provides at Xi'an, the Center for International Programs in CEE is building an Intensive English Program in response to contacts in China. Distance education opportunities shared between Shandong and Xi'an in crucial

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majors such as education and travel and tourism are being explored by IDEAL (Interactive Distance Education for All Learners) staff.

BGSU has a number of Chinese faculty, Rogers said, noting for example that the business college has one or more Chinese-speaking faculty members in all but one department. Before the SEED trip to China, current BGSU faculty from the Shanghai region were contacted to develop an educational plan for Shanghai. The Bowling Green delegation also met with representatives from Shanghai Normal University and the University of Shanghai to discuss establishing an exchange with the German, Russian and East Asian languages department.

Creating globally competitive students

With China becoming a major force in the world economy, it is imperative that U.S. students comprehend that "this is what they will be competing against," Rogers said. "I tell my incoming freshmen that they must understand the global economy because they must compete with people from China, other areas in Southeast Asia, South America and eventually probably Africa."

"It's important for our students today to go not only to Europe but to China," Bulmahn said. "We need to position our students to be able to take advantage of these opportunities."

In addition to traditional, semester-long study-abroad programs, the business college is looking at intensive "mini-trips" as a way to familiarize students with Chinese culture, Rogers said.

Faculty connect with faculty

China's emerging economy presents many interesting research projects for faculty, Rogers said, and BGSU would like to foster faculty exchange programs.

"Our involvement before has been mainly instructional, but it is moving now toward research," Bulmahn said. "These must be initiated by faculty and then they can explore where there might be intersections of interest."

Rogers agreed, saying, "The faculty must get to know one another and build relationships of trust and respect in order for these to be successful."

Building on existing relationships

Reconnecting with its existing partners, the BGSU group met with leaders at Xi'an University in southern China, with which Bowling Green has had exchanges since 1985, and Shandong University in the east, which began partnering with BGSU in 1993.

Because of the great need for speakers of English in China today, BGSU has been exchanging faculty and students with Xi'an. Last year, Dr. Ellen Williams, intervention services, taught the first graduate class by a foreign faculty member at Xi'an, which has recently built an entire new campus on the outskirts of the city. Bulmahn and Grilliot visited the university to discuss expanding the collaboration.

The partnership with Shandong, one of the premier research institutions in China, has been primarily based on the sciences, especially photochemistry. With six campuses and more than 50,000 students, Shandong is in the top 10-15 institutions in China and is a leader in alternative energies. Last year, Barbara Toth, coordinator of the Writing Center in the Office of Academic Enhancement, helped set up the first writing lab at Shandong. BGSU now has a visiting scholar from Shandong, Shen Xiang, who is its director of distance education. Shandong has offered to help BGSU become a trilateral partner with it and the Chinese equivalent of the National Science Foundation. Rogers also met with representatives of the business and economics departments to discuss exchanging research agendas.

Making new contacts

Some of the other universities visited by Rogers to explore possible connections for the College of Business Administration include East China University of Science and Technology, Northwest Polytechnic University and Shanghai University of Finance and Economics.



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Alumni give BGSU valuable links to China

Worldwide audiences watching the 2008 Beijing Summer Olympics, TV viewers in Shanghai and the thousands of Chinese moving into gleaming new "sports cities" will all in some way be experiencing the work of BGSU alumni. The recent trip to China by a Bowling Green delegation strengthened ties with these successful graduates as it forged new connections with Chinese universities and businesses. (See lead story.)

"We have a number of alumni in key positions who are willing to assist BGSU in China," said Dr. Jeffrey Grilliot, director of global initiatives. As former director of international programs, he worked with many of them in their student days at BGSU.

- Alumna Barbara Zhang works for the IMG agency and, as a representative of the Olympic Committee, has recently completed arranging the naming of the Beijing Olympic stadiums and other venues. She is now involved in the creation of the "sports cities." Zhang's daughter will be following in her mother's footsteps this fall when she comes to BGSU as a master's degree student in human movement, sport and leisure studies.
- David Huang, another alumnus, is on the Beijing Municipal Commission of Development and is a key player in developing economic plans for the Olympics, Grilliot said.
- Ma Xinle, a former Xi'an participant and graduate of the master of fine arts program, is now one of China's leading artists and "very successful in the Shanghai textile industry," Grilliot said. When he was visited by the Bowling Green group, he was in the process of mounting an exhibit of his work at the Shanghai Art Museum.
- Yuankai Chen, a former visiting scholar at BGSU who worked at WBGU-PBS, is the leading manager of the Shanghai television station. He met with Bulmahn, Rogers and Grilliot to discuss creating annual internships at BGSU and Shanghai, joint development of programs on how to conduct business in the two countries and creating interactive distance learning classes beamed from the business college for students in China.

Statewide civil service reform to benefit classified staff

It's been a long time coming, but reform for Ohio's classified civil service employees is finally on the way, says Rebecca Ferguson, associate vice president for human resources.

An effort begun in 1996 by concerned legislators and human resource officers in higher education culminated last December in the signing of House Bill 187 by outgoing Gov. Bob Taft. The law, which went into effect July 1, charges the Inter-University Council (IUC) presidents to appoint a committee to create guidelines and standards to be used by the boards of trustees of four-year colleges and universities concerning matters of governance.

"These are the standards we will live by," Ferguson said.

Human resource officers at state universities greeted the bill's passage with enthusiasm, she said. The Human Resources Committee of the IUC was granted its request to take the lead on identifying the relevant issues and proposing the standards. That IUC subcommittee, co-chaired by James Kemper of Ohio University and Larry Lewellen of Ohio State, associate vice presidents for human resources at their respective universities, began working intensively July 1 and will take recommendations back to the IUC presidents by Oct. 1. Though the time frame is short, the group has been involved in the issue for more than a decade and is well familiar with its aspects. In addition, the general counsels of the participating universities are providing valuable support, Ferguson said. They include attorneys from OSU, Kent State and Ohio University.

"Our group believes that change for institutions needs to be done in a controlled and incre-

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mental fashion," Ferguson said. "We're also adamant that we will not do anything without collaborating with the constituents."

Reasons for reform

The personnel administrators are eager for the update because "rules defined in Chapter 124 of the Ohio Revised Code have not met the strategic needs of the universities nor kept current with the pace of change in the modern university workplace," according to a February 2007 IUC Human Resources Committee report. A 1999 IUC report cited a need for greater efficiency in many aspects of state government. The human resource-related issues driving the need for modernization, then and now, include the:

- changing labor market—universities need greater speed and agility to compete for the most talented and diverse staff;
- changing workplace—the nature of staff job duties has shifted dramatically over the past decades, requiring new conceptualization of the employment arrangement;
- need for efficiency—greater efficiencies are needed on our campuses if universities are to be nimble enough to adopt world-class practices and attract top-caliber faculty and staff.

"We want to take a commonsense approach that will cut through and streamline processes for employees while maintaining protections," Ferguson said.

The House bill was written broadly enough to allow the IUC subcommittee to incorporate many areas that need to be addressed, including classification and compensation plans; processes for recruitment, selection and appointment, performance, discipline and termination, and layoff and reduction in workforce; as well as paid and holiday leave, benefit programs and appeals processes.

BGSU and some of the other state institutions already have in place much of what the guidelines will call for, Ferguson noted, but "we hope the changes in the law will enable us to establish consistency and 'best practices' statewide."

Importantly, it allows universities to craft their regulations as best fit their institutions while maintaining standards. A key element will be a requirement for universities to work in conjunction with those affected to develop policies for their campuses. "We want to ensure that when discussing any changes, each institution consults with its staff and community, posts proposed changes and holds forums and focus groups," Ferguson stressed.

Possibilities for improvement open up

One longstanding area of concern is the ability to build a catastrophic leave bank to which classified staff could contribute. Prior to July 1, classified staff could withdraw from such banks but could not contribute to them, which has deterred state universities from creating the banks. The changes in the law now permit four-year state universities to have programs that all constituents could contribute to and draw from, Ferguson said.

BGSU taking CUE to train nontraditional special, bilingual educators

The University is leading a consortium of universities and urban school districts that will use a \$2.6 million federal grant to train 300 new bilingual and special educators over the next five years.

For its part in Project CUE (Consortium for Urban Education), BGSU, in collaboration with Toledo and Sandusky schools and selected charter schools within both districts, will recruit and educate 75 nontraditional students to become special education teachers. Cleveland State University and Cleveland Municipal Schools will train a like number of special educators "because that is a critical shortage in the state of Ohio," said project director Dr. Rich Wilson, intervention services.



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Wayne State University is teaming with Detroit Public Schools, as well as nearby Highland Park and Pontiac schools, to train 150 new teachers in special and bilingual education—two critical teaching shortage areas identified by the Michigan Department of Education.

The educators-to-be will be sought among recent college graduates wishing to teach in the targeted content areas, plus mid-career professionals interested in changing careers. "Word of mouth tends to help you most" in the recruitment effort, according to Wilson. In addition, school districts' substitute teacher pools generally include those who would like a classroom full time and, often, long-term substitutes whose undergraduate degrees are in something other than education. They will be recruited as well.

In Ohio, Alternative Licensure for teaching only exists in critical shortage areas such as special education. The Ohio Department of Education designates the content areas for the courses and the number of credit hours needed for licensure in those areas, Wilson explained. "BGSU then chooses our courses that match those content areas," he continued, adding that BGSU will offer the Alternative Licensure courses in Toledo with University faculty and "master teachers" from participating school districts as instructors.

Under terms of the grant, awarded through the U.S. Department of Education's Transition to Teaching program, the participants must have a bachelor's degree in an area outside education and complete their required coursework in special or bilingual education in about two years on a part-time basis. The participating districts will then apply for Alternative Licensure for the students.

In Project CUE, the grant will pay roughly one-third of students' tuition, up to \$5,000 per student. The remaining two-thirds of the tuition cost will be divided equally between BGSU and the students, at least half of whom will be either African American, Hispanic American, Native American, Asian American or persons with disabilities. The students, in turn, must agree to teach for at least three years in a school district defined under federal guidelines as high need—at least 20 percent or 10,000 of its students are living below the poverty line, or at least 1.8 percent of its teachers are working with temporary or no licensure.

Dr. Eric Jones, director of the School of Intervention Services, and Dr. Stacey Rychener of BGSU's Center for Evaluation Services are also primary personnel on the grant, which will provide about \$506,000 during the project's first year. It comes on the heels of a project called CLOSE the Gaps, which addressed similar critical shortage needs in special education and mathematics in some of the same schools. That program's funding ends this year.

BGSU to host Digital Mirror computer camp for girls

From Aug. 8-11, BGSU will host "The Digital Mirror," a computer camp for girls in grades 6-8. The three-day camp is intended to pique girls' interest and confidence in digital literacy at a critical age developmentally, and allow them to explore the ways they define themselves within technological environments.

Through a blend of hands-on computer lab work in Web writing and design, digital imaging, and video and audio editing; mentoring by University women involved in careers in technology across campus, and access to the resources of COSI Toledo, the camp strives to engage girls in an exploration of how technology is a vital part of their academic and professional careers.

Participants will stay in campus residence halls to enhance the intensive mentoring and training environment.

"This is an excellent opportunity for community engagement on the part of women faculty, students and staff," according to Dr. Kristine Blair, chair of the English department and co-developer and director of the camp. "A number of research studies, including those by the

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AAUW (American Association of University Women), suggest that it is during early adolescence that girls begin receiving cultural messages that technology is not for them.

"It is wonderful that we have so much campus and community support, with over 20 girls signed up to participate from schools in both Wood and Lucas counties," she added. "We've also had supply donations from Atomic Learning, Verizon, the University of Findlay's Teaching, Learning and Technology Center, and our University Bookstore." While this is the first summer for the camp, plans are already under way to make it an annual event at BGSU, she said.

The camp is sponsored by a number of campus units, including the Institute for the Study of Culture and Society, the Graduate College, the Office of the Executive Vice President, the School of Art, the Student Technology Center and the Department of English. In addition, the camp has received support from the AAUW and COSI Toledo.

For more details, contact Kristine Blair at 2-7540, or kblair@bgsu.edu.

IN BRIEF**Producer Ginger Kathrens to address BGSU summer graduates**

Emmy Award-winning producer and director Ginger S. Kathrens will be the speaker for summer commencement exercises Saturday (Aug. 4).

Graduation will be held at 9 a.m. on the lawn in front of University Hall. In the event of inclement weather, the ceremonies will be moved to Anderson Arena in Memorial Hall.

A 1968 graduate of Bowling Green and a winner of the University's Distinguished Alumnus Award, Kathrens has produced and directed feature films, television documentaries, commercials and national public service announcements. She produced the Discovery Channel's "Spirits of the Rainforest," which earned Emmy awards for Best Cultural Informational Documentary and Best Music.

She started her career in 1969 as a writer for Charles Prout Productions in Orlando, Fla., then worked as a writer/director/editor in 1970-71 for Peter J. Barton Productions in Tallahassee.

The following year, in 1972, she founded Taurus Productions in Colorado Springs, Colo. Among her productions have been 25 segments of PBS's "Wild America" series and shows for the PBS "Nature" series. She has won more than 100 awards for production excellence in national and international competitions over the past 34 years.

Kathrens also has written two books, *Cloud: Wild Stallion of the Rockies* and *Cloud's Legacy: The Wild Stallion Returns*, based on her successful documentaries.

She holds a bachelor's degree in speech from BGSU and a master's degree from Florida State University, where she was continuity director for WFSU-TV and a film instructor.

University wins two awards at CASE summit

BGSU was in the winners circle at the Council for Advancement and Support of Education (CASE) annual summit July 8-10 in Chicago.

The Office of Marketing and Communications received two awards in the CASE 2007 International Circle of Excellence Awards Program, which recognizes outstanding efforts in

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institutional advancement. Open to all CASE members worldwide, the competition has 35 entry categories, ranging from alumni relations projects to Web design and advancement services.

Craig Bell, photography director in the marketing and communications office, captured the Bronze Medal in the photography category. His winning entry, which pictured a woman on the Kobacker Hall stage, was published in the 2005-06 BGSU Foundation Annual Report.

Bowling Green also received a Bronze Medal in the advertising campaign category for its "Changing the World by Degrees" campaign. The campaign previously had won a Best of Show Award from the Advertising Club of Toledo, a Silver Award in the 5th District of the American Advertising Federation, a Gold Award from the Columbus Chapter of the American Marketing Association and a Crystal Award from the Toledo Chapter of Women in Communications.

Leading the BGSU creative team that worked on the marketing campaign with Comunicá, a Toledo marketing communications firm, were Kim McBroom, associate vice president for University advancement and director of marketing and communications, and Fred Connor, senior marketing director.

Free estate planning seminar especially for women

An estate-planning seminar especially for women will be offered by the development office on Aug. 9. The seminar will take place from 11:30 a.m. to 2 p.m. at the Schedel Arboretum and Gardens in Elmore. It includes lunch and a program on estate planning options, plus a tour of the gardens.

A shuttle bus will be leaving the Mileti Alumni Center at 10:30 a.m. for anyone needing transportation. The entire event is free and open to anyone who would like to attend, but space is limited.

To register, call 2-2424 or email develop@bgsu.edu.

CALENDAR

Wednesday, Aug. 1

Grilling on the Green, 11:30 a.m.-1:30 p.m., Bowen-Thompson Student Union.

Friday, Aug. 3

Last day of classes for summer terms.

Saturday, Aug. 4

Commencement, 9 a.m., University Hall lawn, with speaker Ginger S. Kathrens, an Emmy Award-winning producer and director and BGSU alumna. In the event of inclement weather, the ceremonies will be moved to Anderson Arena in Memorial Hall.

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FACULTY

There were no job postings this week.

Labor Postings

<http://international.bgsu.edu/index.php?x=facinfohires>

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Contact the Office of Human Resources at 419-372-8421 for information regarding classified and administrative positions. Position vacancy announcements may be viewed by visiting the HR Web site at www.bgsu.edu/offices/ohr/.

Employees wishing to apply for these positions must sign a "Request for Transfer" form and attach an updated resume or data sheet. This information must be turned in to Human Resources by the job deadline.

CLASSIFIED

On-campus classified:
www.bgsu.edu/offices/ohr/employment/BGSU_only/page11151.html

Off-campus classified:
www.bgsu.edu/offices/ohr/employment/cl_staff/page11145.html

ADMINISTRATIVE

www.bgsu.edu/offices/ohr/employment/adm_staff/page11137.html

OBITUARY

Dr. H. Kenneth Hibbeln, 68, an associate professor emeritus of political science, died June 30 in Sandusky. He taught at BGSU from 1978-98.

Edith Anders Twyman, 85, died July 15 in Bowling Green. An assistant professor of library science and media, she worked in University Libraries after receiving her master's degree in library science, left for a time to raise a family, and returned in 1968. She retired in 1980.