



What's New at Public U

**A synopsis of what's new at the
15 public universities in Michigan**

Designed to help you counsel college-bound students

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Fall 2011 Open House Dates

September 24	Ferris State University (1 of 6)
September 25	University of Michigan-Dearborn
September 30	Western Michigan University (1 of 4)
October 1	Central Michigan University
October 1	Michigan Technological University
October 8	Ferris State University (2 of 6)
October 8	Grand Valley State University (1 of 2)
October 15	Lake Superior State University
October 15	Eastern Michigan University
October 19	Michigan Technological University (virtual)
October 21	Western Michigan University (2 of 4)
October 22	Ferris State University (3 of 6)
October 22	Oakland University
October 28	Grand Valley State University (2 of 2)
October 29	Wayne State University
November 5	Ferris State University (4 of 6)
November 5	Saginaw Valley State University
November 11	Western Michigan University (3 of 4)
November 12	Northern Michigan University
November 19	Ferris State University (5 of 6)
December 2	Western Michigan University (4 of 4)
December 3	Ferris State University (6 of 6)

Note: MSU and UM-Ann Arbor do not offer Fall Open House dates.

Central Michigan University

PHYSICIAN ASSISTANT PROGRAM 4TH IN NATION

A new ranking system has put the CMU Physician Assistant program at No. 4 in the country. The ranking system published in the *Journal of Physician Assistant Education* is based on first-time pass rates of the national certification exam, student-to-faculty ratio and other factors. CMU takes 45 PA students a year, and has had a first-time pass rate for the national certification exams of almost 100 percent.

STUDY ABROAD INCREASES GLOBAL PRESENCE

Recent commitments by the Office of International Education and President George Ross to expanding opportunities for CMU students to enrich their cultural understanding have created additional study abroad options. CMU now offers more than 150 programs in 40 different countries, including the opportunity for education students to complete their student-teaching in a foreign country.

STUDENTS WIN \$30,000 AS PART OF NEW VENTURE COMPETITION

Michigan's most promising new businesses got a boost this past year in the form of \$45,000 in start-up funds during CMU's New Venture Competition. Students from around the university were invited to present new business models to a respected panel of judges, with the top three business ideas being rewarded with start-up funds. The first-place team and the winner of \$30,000 was HybridPay, which allows consumers to integrate multiple credit and rewards accounts onto one simple and secure smart phone application. The second- and third-place teams received awards of \$10,000 and \$5,000 respectively. CMU will continue the competition this year.

MHTV CONTINUES TRADITION OF SUCCESS

For the 10th consecutive year, Central Michigan University's Moore Hall Television (MHTV) won the Michigan Association of Broadcaster's College Television Station of the Year award. Michigan broadcast professionals judge the competition, with the Station of the Year recognition going the university with the most cumulative points earned in all categories. CMU students took top honors in daily newscast, talk show, public service announcement and sports play-by-play categories. MHTV is a student-run television operation that produces a variety of local programming, including News Central 34, an hour-long live nightly newscast.

WOMEN'S SOCCER HAS HIGHEST GPA IN NATION FOR 6TH CONSECUTIVE YEAR

The CMU Women's Soccer team not only excels on the field but, more importantly, in the classroom. The team has been Mid-American Conference champion for two consecutive years, and for the past six years has held the highest GPA among all collegiate soccer teams in the nation. The team finished the 2009-10 academic year with a cumulative GPA of 3.76. The Chippewas earned GPAs of 3.73 in 2009, 3.70 in 2008, 3.61 in 2007, 3.73 in 2006 and 3.62 in 2005.

EVENT CENTER PROVIDES NEW LOCATION FOR ATHLETICS/CAMPUS EVENTS

Renovations were recently completed on Rose Arena to create a new event center on CMU's campus. The CMU Event Center, which opened on December 1, 2010, hosts varsity athletic competitions, as well as major campus events such as concerts, speakers and commencement ceremonies. The CMU Event Center will also host many community-wide events and summer camps. This renovation also enabled the Fitness Center at the Student Activity Center to be revamped. The new renovation nearly doubles the space housing the Fitness Center and includes additional cardio equipment and space for free-weight training.

LEADERSHIP SAFARI CELEBRATES 15TH YEAR

Thanks to a campus program known as Leadership Safari, the transition from high school to a large university has become easier for more than 1,800 participating first-year and transfer students. The program, which was created by residence hall students in 1996 to help fellow students learn more about leadership opportunities on campus, has been getting students ready for college since its inception with 65 participants. Fifteen years later, more than 17,000 students have attended workshops and activities focusing on campus leadership skills and how to navigate their way socially and academically through school. The five-day program emphasizes leading with character, and students discuss such topics as ethical decision making, respecting and benefiting from student diversity, and being an active and involved community member. Guest speakers and team-building exercises focus on such subjects as dating and student interaction.

Eastern Michigan University

PUT YOUR EDUCATION FIRST

At Eastern Michigan University, we are devoted to putting your education first and foremost. We think the academic-focused culture here makes this place special. The people are down to earth, passionate and hardworking. The campus community is friendly, energetic and eclectic. The approach to learning is equal parts excellence and realism. And our mission is to prepare you to succeed in tomorrow's workforce, today. This is TRUEMU.

WE'RE INVESTING IN YOU – INVEST IN YOURSELF

Nearly \$200 million has been invested in campus construction and many renovations have recently been completed. Get lost in galaxies far away in our new planetarium, learn more in our new collaborative space for student research in the science complex and take classes in newly renovated spaces in Pray-Harrold.

FOLLOW IN THE FOOTSTEPS OF SUCCESS

In addition to providing an outstanding education to its students, EMU places special emphasis on helping them succeed outside of the classroom. Here are a few of our undergraduate students' 2011 accomplishments:

- Forensics student Omar Orme won the American Forensics Association National Championship in impromptu speaking.
- Political science major Kristal Davis was chosen to participate in a national program designed to foster careers in political science.
- A team of finance students finished first during a regional competition of the Global Investment Research Challenge, an event designed to test the group's understanding of sound investment principles.

TRANSFER FRIENDLY

EMU continues to lead the way among universities in articulation agreements with community colleges. These partnerships simplify class selection for transfer students and allow them to "max out" their credits at the less-expensive community college level. We have more than 100 agreements with 13 Michigan community colleges. Visit the *Transfer Students* link at emich.edu/go to learn more.

AFFORDABLE TUITION, QUALITY EDUCATION

For three straight years, Eastern Michigan University has had the lowest tuition increases among the 15 public universities in Michigan. EMU prides itself on the ability to keep costs low and provide its students with an affordable, excellent education. Our university has also been named a Best Midwestern College for seven consecutive years.

VISIT US

With more than 300 student organizations, 21 Division I sports teams and living-learning communities, there's something for everyone at EMU. Schedule a campus visit today. Daily tours are 10 a.m. and 2 p.m. Monday-Friday, and 10 a.m. Saturday. Learn everything you need to know about EMU through its one-stop shopping Explore Eastern Open House on October 15, 2011, starting at 10 a.m. Go to emich.edu/explore.

Ferris State University

NEW BUILDING DEDICATED

The future of optometry is bright in Michigan. Ferris State University's new Michigan College of Optometry building was formally dedicated Wednesday, June 8, 2011. The Michigan College of Optometry prepares doctoral and post-doctoral students for successful professional careers, responsible citizenship and lifelong learning. Through its clinically based education and patient care, the MCO serves the optometric health care needs of society. This new facility houses the University Eye Center, classrooms, pre-clinical practice spaces, faculty offices and research labs. The center features easy, first-floor access to patient consultation and procedure rooms, as well as pediatric optometry and low vision rehabilitation environments, a full eyeglass and contact lens dispensary, and a wellness clinic in collaboration with Ferris' Pharmacy and Nursing programs. To learn more about the new facility or MCO, visit www.ferris.edu/MCO.

TUITION INCENTIVE PROGRAM (TIP)

Ferris students realize success with the TIP program! Though Ferris State may not be the only school to sponsor a TIP program, it is one of few public schools that have both Phase 1 and Phase 2 elements. Phase 1 entitles students to receive funding for up to 80 credits, and Phase 2 awards students \$500 per semester. Based on "opportunity" and "student success," the university recently appointed Judy Watson as the TIP Scholar program coordinator. Judy's primary goals are to support the recruitment, retention and graduation of students at Ferris who receive TIP assistance. For further information about the TIP Scholar program, visit www.ferris.edu/HTMLS/colleges/University/TIPS.

ARMY ROTC AND BULLDOG COMPANY

The Army Reserve Officer Training Corps at Ferris State University has experienced 100 percent enrollment growth during the last two academic years. Offered as a military science academic minor, the ROTC curriculum focuses on leadership development, problem solving, strategic planning and professional ethics. Ferris' ROTC "Bulldog Company" cadets are active within the campus community and routinely volunteer for public service opportunities throughout the local region.

UNIVERSITY'S NEW HOUSING PROJECT GETS 'GOLD' AWARD FOR GREEN DESIGN, BUILDING

Ferris State University was going for green — and got the gold. The University's East Campus Suites buildings recently received LEED Gold certification. LEED is an internationally recognized building certification system and stands for Leadership in Energy and Environmental Design. Ferris achieved the distinction for incorporating numerous green design and construction features into the buildings. They include a 30 percent reduction in water use, 18 percent reduction in energy use and the diversion of more than 90 percent of construction waste from landfills. More information on East Campus Suites can be found at: www.ferris.edu/htmls/studentlife/reslife/halls/eastcampussuites/EastCampusSuites.htm

NEW DEGREE OFFERINGS AT KENDALL COLLEGE OF ART & DESIGN

Beginning the fall of 2012 students can enroll in two new degree programs at Kendall College of Art & Design at Ferris State University: the bachelor of fine arts in collaborative design and the bachelor of fine arts in medical illustration.

The BFA in collaborative design is an interdisciplinary degree that offers Kendall students a minor in a selected design discipline. The new program will provide an educational experience that prepares graduates to meaningfully engage with a professional world that requires creative thinkers, facilitators, collaborative project participants, and cross-disciplinary understanding and experience.

The BFA in medical illustration expands Kendall's nationally recognized illustration program and will provide a degree curriculum to prepare graduates to participate in the demanding area of medical visualization, imagery and modeling. The degree will develop capabilities for generating and communicating anatomical, biological and medical concepts using both traditional and digital methods.

Grand Valley State University

NEW LIBRARY GROUNDBREAKING

The Mary Idema Pew Library Learning and Information Commons will open on the Allendale Campus in 2013 as a model for 21st century learning and education with its combination of online, print and mentoring resources. The privately funded, 145,000-square-foot, four-story building will be the academic heart of campus and the most innovative learning environment in the country.

BUSINESS SCHOOL GETS OWN HOME

When it opens in 2013, the L. William Seidman Center in downtown Grand Rapids will fully house the Seidman College of Business and its identity in the regional and national business community, create new opportunities to assist executives and entrepreneurs, and raise Grand Valley's profile as one of the state's primary economic and leadership engines.

BEST IN THE NATION — AGAIN

Grand Valley won its record eighth consecutive Learfield Sports Directors' Cup in Division II, presented to the nation's best overall collegiate athletics programs. The Lakers tallied an all-time Division II record 1,057.50 points. Grand Valley won the national championship in women's soccer, women's cross country, and women's indoor and outdoor track and field; and placed third in men's cross country and fifth in women's volleyball.

MAJOR CHANGES IN ENGINEERING

Students enrolled in the engineering program can now choose majors in computer, electrical, interdisciplinary, mechanical or product design, and manufacturing engineering. New courses in renewable and sustainable energy, biomedical engineering, fiber optics and nanotechnology have recently been created to keep up with developing industries, and a biomedical engineering minor has been added as well. Driven by student interest and employer demand, the engineering program has grown to more than 600 students.

NEW SCHOLARSHIPS HELP KEEP GRAND VALLEY AFFORDABLE

More than 90 new privately funded scholarships were created over the past year, helping further reduce the cost to attend Grand Valley. During the 2010-11 academic year, Grand Valley students received more than \$225 million in total financial assistance, with more than \$60 million of that in scholarships and grants. In the same year, 94 percent of full-time dependent students received financial aid — with an average award of \$12,470.

STUDY ABROAD CONTINUES TO GROW

In 2009-10, 721 Grand Valley students participated in the more than 4,000 study abroad programs available to them. Grand Valley is ranked 11th nationally in study abroad participation by the Institute of International Education.

EDUCATING FOR A SUSTAINABLE FUTURE

Grand Valley was rated by the Princeton Review and Kaplan College Guide as one of the nation's most environmentally responsible and cutting-edge green colleges, and by the Sustainable Endowment Institute as one of nation's the top 50 colleges and universities. Sustainability is infused throughout Grand Valley's curriculum to provide students with the theory and applied skills they need for the new green economy.

INTERCULTURAL CERTIFICATE SUPPORTS DIVERSITY

A new educational option provides Grand Valley students an additional credential often sought by employers. The Intercultural Competence & Experience (ICE) certificate provides students with unique credentials to enhance their career opportunities, as well as reinforces Grand Valley's commitment to inclusion and a supportive environment of diversity. The curriculum includes three specific intercultural courses and elective options from across all disciplines.

Lake Superior State University

GEOLOGY PROFESSOR PAUL KELSO RECEIVES PCSUM DISTINGUISHED PROFESSOR AWARD

Paul Kelso, geology and physics professor at LSSU, has received the Michigan Distinguished Professor of the Year Award from the Presidents Council of State Universities of Michigan (PCSUM). The PCSUM award recognizes outstanding faculty contributions to undergraduate instruction. PCSUM noted Kelso places an emphasis on active learning, real-life issues and research experiences, which better prepare his students as professional geoscientists working in private industry and for graduate school. "Students are engaged in doing science as opposed to hearing about it in a traditional lecture and laboratory format," Kelso said. Nearly 100 percent of LSSU geology graduates in recent years were either accepted to graduate school or received job offers, some of which have starting salaries of more than \$60,000.

PDC LACES THEM UP

The Product Development Center (PDC) at LSSU worked with a local inventor to develop Skate Fenders, tough clear guards that fit over ice skate boots and fend off injuries to the foot and ankle from hockey pucks. The relatively new PDC puts manufacturing methods, mechanical services, materials testing, electronics, computers and robotics at a company's disposal so it may create functional prototypes of any product. The patented idea has caught on with hockey players everywhere, including LSSU alumnus Paul Boyer, equipment manager for the Red Wings, who convinced the Wings to try them out. Fourteen NHL teams, plus nine NHL farm teams and 12 NCAA Division I teams, including LSSU, are now using Skate Fenders.

A SUPERIOR FESTIVAL TURNS 10

Lake Superior State University recently held its 10th annual Superior Festival, a performance event and colloquium, at the LSSU Arts Center. The theme for this year's event was "Narrating/Creating the Next Decade of Performance Studies." Each year, the event consists of lectures, discussions, workshops and performances that showcase the work of several soloists and groups from around Michigan and the United States. "Over the past 10 years, LSSU has become one of the most welcoming focal points for performance artists and scholars to present their work," said Gary Balfantz, professor and dean of the LSSU College of Arts, Letters and Social Sciences, and director of the festival.

STILL THE BEST

The LSSU Fisheries and Wildlife Club added another award to its belt this year by being recognized by the American Fisheries Society as the most active subunit in the north central division, which encompasses 16 states and provinces in the region. This is the fourth year in a row LSSU has been recognized with this distinction. The club was commended for well-rounded programs that balance fisheries management experiences, professional development and community outreach. The LSSU club also landed the AFS best student subunit award for all of North America at another conference, for the second time in as many years. "I am extremely impressed by the level of activity by the students in the LSSU Subunit. It is truly an outstanding student subunit," said Wayne Hubert, president of the AFS.

35TH ANNUAL ARROWHEAD MODEL UNITED NATIONS HOSTED AT LSSU

LSSU welcomed more than 300 student delegates from 15 different universities in April for the 35th annual Arrowhead Model United Nations (AMUN), a working model of the real international institution. The conference has students assume the role of UN ambassadors trying to find solutions to global problems through negotiation, debate and consensus building. AMUN was established in 1976 and is now one of the largest Model United Nations Conferences in central North America. A different university usually hosts it each year. LSSU has hosted an AMUN conference five times, first in 1979, and participated in the first formal meeting in Superior, Wis., in 1977.

LIFE WITHOUT TRAYS

With the help of Students for a Sustainable Lake State (SSLS), LSSU Dining Services was able to significantly reduce food and liquid waste in the main campus dining hall, the Quarterdeck. SSLS measured and recorded the food and liquid waste at breakfast, lunch and dinner in the Quarterdeck for one week. When trays were present, food and liquid waste totaled 561.3 pounds for the week. After the trays were taken away, the overall food and liquid waste only amounted to 278 pounds — a difference of 283.3 pounds. "Less food waste cuts down on carbon monoxide emissions," said Ray Schebel, director of LSSU Food Service. "We also saved fresh water by not running the dish machine as much." With such a successful experiment, Dining Services is preparing to go "trayless" permanently beginning this fall semester.

Michigan State University

GOOD VALUE U

MSU was ranked as one of the nation's 50 "best value" public universities by the Princeton Review, an education services company, based on criteria including academics, cost of attendance and financial aid. In selecting MSU, the Princeton Review noted, among other things, the university's Undergraduate Research Initiative, Freshman Seminars program and dedication to financial aid.

STUDY ABROAD

For the sixth year in a row, MSU leads the nation in study abroad participation among public universities, according to Open Doors 2010, the Institute of International Education's annual report on international education. Also, MSU ranks eighth overall in international student enrollment. In 2009-10, MSU's 5,358 international students represented 11 percent of the total student population.

GREEN U

MSU was recognized in the latest edition of the Princeton Review's *Guide to 286 Green Colleges* for demonstrating "an exemplary commitment to sustainability." Selections for inclusion, which were made in partnership with the U.S. Green Building Council, were based on quantitative and qualitative measures of each school's sustainability measures; the level of holistic approaches encompassed by the school's commitment to sustainability, including education and preparation in careers featuring sustainability, accountability to goals and implementation of programs; demonstration of urgency in addressing environmental concerns in a higher education setting; and implementation of infrastructure and living and learning experiences for students.

COLLEGE OF BUSINESS

MSU's Eli Broad College of Business vaulted into the top 20 of American business schools — its highest ranking ever — in the most recent biennial rankings by *Bloomberg Businessweek*. According to "The Best U.S. B-Schools of 2010," the Broad College ranks 20th overall and seventh among public universities. Student satisfaction was a major factor in the Broad College's ranking. The college placed 13th in the Graduate Poll, 32nd in the Corporate Poll, and 39th in Intellectual Capital — the three elements that made up the ranking.

FRESHMAN CLASS 2011

MSU's 2011 incoming freshman class is expected to include approximately 7,800 students, which represents the largest incoming class ever. The incoming class is projected to be about 8.3 percent larger than fall 2010. Additionally, MSU expects international students to comprise more than 14 percent of the 2011 incoming freshman class — the largest cohort of incoming international students in MSU's history.

ART ATTACK

The Eli and Edythe Broad Art Museum will be a premier venue for international contemporary art, featuring major exhibitions and serving as a hub for the cultural life of Michigan State, the local and regional community, and international visitors. The building, designed by the world-renowned Pritzker Prize winning architect Zaha Hadid, is on schedule to open to the public in late April, 2012. The international exhibition program and wide variety of performances, films, videos, social actions and art interventions will situate the Broad at the center of the international art dialogue.

Michigan Technological University

VIRTUAL COLLEGE FAIRS BRING MICHIGAN TECH TO STUDENTS WORLDWIDE

Michigan Tech admissions has gone virtual. Now prospective students, parents and guidance counselors can learn more about Michigan Tech and chat live with staff members from the comfort of their own computers. Through a partnership with CollegeWeekLive — a company offering virtual college fairs to students around the world — Michigan Tech will host a virtual open house on October 19, 2011. The university will also participate in the fall fair November 3-4, 2011, and spring fair March 21-22, 2012. Join us at www.collegeweeklive.com.

STUDENTS' NANOSATELLITE TOPS THE NATION, EARNS A SPACE LAUNCH

A team of Michigan Tech students rocketed to first place in the prestigious national University Nanosat 6 competition. They earned the rare privilege of having the Department of Defense launch their custom-made satellite into orbit in 2013. In a flight competition held Jan. 16-17 in Albuquerque, N.M., the nanosatellite designed and built by a team from Michigan Tech's Aerospace Enterprise topped 10 other finalists from schools as prestigious as MIT to win the Air Force Research Laboratory competition. A doubly impressive accomplishment when you consider that Michigan Tech does not offer a degree in aerospace engineering.

TECH STUDENTS ENJOY HIGH STARTING SALARIES, LOW DEBT

An education at a top-tier national public university is expensive, but at Michigan Tech, it's an investment that pays off. Michigan Tech students earn the 11th-highest starting salaries in the country, according to payscale.com. They can also claim an enviable debt-to-earnings ratio. And with average starting salaries of \$55,000, 96 percent of Tech graduates are able to repay their students loans on schedule — and still have money to spare.

SOCIETY OF PHYSICS STUDENTS CHAPTER SHINES

Physics students at Michigan Tech have earned national kudos times two. The Society of Physics Students (SPS) — part of the American Institute of Physics — named Tech's SPS chapter an Outstanding SPS Chapter. Only four chapters received the honor this year. The recognition came on the heels of the chapter's Blake Lilly Prize from the SPS, recognizing physics students who "make a genuine effort to positively influence the attitudes of school children and the general public about physics."

HUMANITIES SPOTLIGHTED IN DIGITAL MEDIA ZONE

A renovated Humanities Digital Media Zone (HDMZ) opened in April 2011 on the first floor of the Walker Arts and Humanities Center at Michigan Tech. The HDMZ was designed to create a flexible, multipurpose technological work and social environment. It incorporates computerized language instruction and a modern language lab. The HDMZ is intended to make visible the interdisciplinary and global nature of the research, teaching and work done by humanities faculty and students.

TECH TOPS THE NATION IN PEACE CORPS VOLUNTEERS

Michigan Tech's Peace Corps Master's International (PCMI) program has more student volunteers serving abroad than any other university in the country. This is the sixth consecutive year that Michigan Tech has topped the nation in numbers of students actively serving in the Peace Corps. The university also has the largest number of PCMI programs in the country. They include applied natural resource economics, biological sciences, civil and environmental engineering, forest resources and environmental science, mechanical engineering, natural hazards mitigation (geology), rhetoric and technical communication, and science education.

WOMEN'S BASKETBALL HUSKIES MAKE IT TO THE CHAMPIONSHIP

The Michigan Tech Huskies women's basketball team took their winning streak all the way to the NCAA Division II national finals in March 2011, only to lose the championship game to Clayton State University. This is the third year in a row that the women Huskies have shot their way into the Elite Eight and the first time they ever progressed to the championship game. And the women Huskies excelled in the classroom as well as on the court — ranking among the top 20 teams in the country for collective grade-point average.

Northern Michigan University

NATIONAL ROLE MODEL

President Barack Obama chose to come to Northern Michigan University to unveil his national wireless initiative last February, saying NMU's WiMAX network should be used as a "role model for the nation." NMU was the first university to build and operate its own WiMAX network. This 40-square-mile 4G network provides Northern students with Internet access for studying, researching, student teaching and other educational endeavors simply by logging into their university-issued notebook computer, which all full-time students receive as part of tuition and fees (www.nmu.edu/tlc). President Obama said, "This university tried something new," and he congratulated Northern on setting the rural standard for wireless communication. Dozens of NMU students helped with the presidential visit, volunteering with crowd control, VIP seating, ticketing, security, facility setup and motorcade duties. www.nmu.edu/obama/obama_visit.shtml

NEW MAJOR

Northern has a new bachelor's degree program this fall in fisheries and wildlife management covering both theoretical and applied aspects. It is appropriate for those interested in natural resources management careers in state, federal or tribal agencies, non-profit organizations, industry or academia. Students may specialize in either fisheries or wildlife, and graduates will meet the academic requirements for professional certification in either the American Fisheries Society or the Wildlife Society. www.nmu.edu/biology

INTO CUBA

In January, NMU launched a historic international partnership in Cuba, becoming one of only 16 U.S. institutions granted a license for study abroad programs in the country and the first to extend its presence beyond Havana. Two NMU students spent the spring 2011 semester studying at the University of Matanzas, east of the nation's capital. www.nmu.edu/cuba

MARQUETTE TO MILAN

Northern's human-centered design program was invited to participate in last April's Salone Satellite, a juried show for student and emerging designers held as part of the Internazionale del Mobile (Milan International Furniture Fair) in Milan, Italy. Seventeen NMU students exhibited prototypes of their creative research to an international audience of media, manufacturers and design professionals. NMU was among the few U.S. institutions invited to this highly selective show. "Throughout the exhibition, students were approached by press from around the world, manufacturers interested in producing their designs and others who just wanted to pay compliments for the beautiful range of ideas and products," says Peter Pless, NMU art and design professor. www.nmusalonesatellite.com

LARGEST GIFT EVER

This spring, John and Shirley Berry made a \$5 million gift to NMU — the largest in school history — to establish the Berry Scholarship, an award to be given to incoming freshmen enrolled in NMU's Honors Program (www.nmu.edu/honors) and majoring in the College of Business or in STEM areas. The first recipients are Kasey Hall of White Pigeon, Mich., and Cole Swiston of Washburn, Wis., who each will receive \$20,000 over four years. www.nmu.edu/scholarshipsearch

SPEAKING OF SCHOLARSHIPS

NMU's prestigious Presidential Scholars Competition will be held Nov. 6-7 and Nov. 13-14. One in four competitors earns a scholarship ranging from a full ride (tuition, room and board — top 10%) to \$500-\$2,000 per year for four years. To register and see deadlines: www.nmu.edu/presidentialscholars

LEADING BY EXAMPLE

About 2,600 NMU students — almost 30 percent of the student body — participate in the Superior Edge program, one of Northern's two nationally recognized leadership programs. Superior Edge is open to all students, regardless of class, major or past leadership experience (www.nmu.edu/superioreedge). Northern's Student Leader Fellowship Program, which annually selects 50 participants for a two-year leadership learning experience, just celebrated its 20th anniversary. www.nmu.edu/slfp

MAKE A VISIT

A favorite feature during student visits to NMU is a pre-arranged one-on-one meeting with a faculty member in the student's academic field of interest (www.nmu.edu/visit). One way to bring a whole classroom of students to Northern without leaving your school grounds is to set up a virtual field trip. NMU offers virtual field trips on a wide variety of topics, including college preparation and exploration of specific career fields. To learn more, go to www.nmu.edu/careerpathways. Northern covers any connection costs related to a virtual field trip for grades K-12.

Oakland University

AN EXCEPTIONAL EDUCATION

Named one of the nation's 83 doctoral research institutions by the Carnegie Foundation for the Advancement of Teaching, Oakland University offers a research and academic environment that rivals pricier universities. Oakland also maintains a rich campus atmosphere complete with residence halls, Greek life and Division I athletics. Global opportunities, progressive IT services and career-focused learning experiences mean OU graduates are more marketable than ever. In fact, nearly 90 percent are employed within six months of graduation.

A SMART INVESTMENT

In light of financial hardships many students and families are facing, Oakland administrators and staff work to ensure that obtaining a high quality education is not among the sacrifices that must be made. The 100% Tuition Grant is awarded to freshmen who are Michigan residents and demonstrate financial need, and covers up to 100% of tuition with gift aid after the expected family contribution (EFC). Additionally, Oakland is the only public university in Michigan that doesn't charge fees. No activity fees, no recreation fees, no registration fees — not even an application fee. Bottom line: Oakland University makes a world-class education available at a truly affordable price.

COST-SAVING PARTNERSHIPS

Concurrent enrollment programs with area community colleges provide students joint admission through one application, and the flexibility to take courses at one or both institutions at the same time. The M2O (Macomb Community College), Mott2O (Mott Community College), O2O (with Oakland Community College) and SC2O (with St. Clair County Community College) programs are among the first of their kind in the state of Michigan, and allow concurrently enrolled students to combine credits to maximize financial aid, among other benefits.

IT'S ALL HERE

With its easily accessible location in Rochester, Michigan, near major expressways and the hub of research and business activity in Oakland County, Oakland University offers a high quality education right in the community. Our location in Michigan's Automation Alley puts OU students in prime territory for professional skill building. Oakland students have gained hands-on experience at such prestigious organizations as Beaumont Health System, Comerica, Ernst & Young, Penske Logistics, PricewaterhouseCoopers, St. Jude Children's Research Hospital, Valassis and others. Rochester and its surrounding communities also offer an abundance of entertainment, cultural and social opportunities, making it a great place to live, work and go to school.

INNOVATIVE SCHOOL OF MEDICINE

The Oakland University William Beaumont School of Medicine welcomed its inaugural class in fall 2011. OUWB trains physicians to adapt to and embrace the changing needs of patient care with an emphasis on lifelong learning, technology, research, preventive care, treatment and management of chronic disease, and teamwork. Students receive instruction in basic sciences and research at OU, and take part in clinical training and applied research at Beaumont Health System. The school is a member of an elite group — one of just 129 M.D.-granting medical schools in the country.

STUDY ABROAD

Students can earn credits toward their Oakland degree at universities in 21 nations from Argentina to China. Programs vary from the humanities to business and engineering, giving students with all educational interests an opportunity to live, study or work within a different culture. Several academic departments offer exchange programs and other international learning experiences. Archaeology students, for example, travel to Israel to see historic and religious sites covered in class and participate in an archaeological dig. Even over winter break, students can join a group trip to Ireland to explore the countryside that inspires works of literature. Scholarships are also available specifically for students interested in studying abroad.

BUILDING BLOCKS OF HEALTH

In April 2010, OU broke ground for a new state-of-the-art Human Health Building, which will house both the School of Nursing and the School of Health Sciences. The \$62 million facility, predominantly funded by the state of Michigan, is targeted for completion in 2012. The new structure will house cutting edge classrooms and seminar facilities, an interactive media center, physical therapy clinics and learning labs. In addition, the building will be "green" thanks to a \$2.7 million grant from the U.S. Department of Energy. With a geothermal heat pump controlling the building's temperature, and other environmentally friendly technologies in place, LEED platinum certification is anticipated for the structure — which would make the Human Health Building the first educational facility in the state with this designation.

Saginaw Valley State University

RECORD BREAKING YEAR

In 2010-11, SVSU reached an all-time high enrollment of 10,656, with a record setting freshman class of 1,754.

NEW AT THE “U”

A new minor in alternative energy is available to all students. This program in the College of Science, Engineering & Technology offers an outstanding opportunity for students to enhance their degree by hands-on learning in the ever-changing world of energy and technology. Students interested in sustainability, conservation, “green” jobs, renewable energy, energy efficiency or energy management will find this minor a boost to emerging career opportunities. Additionally, the College has also created a new master’s of science in energy and materials.

PROGRAMS OF DISTINCTION

The Student Research & Creativity Institute is an opportunity for students to obtain significant funding (up to \$10,000) for original projects in the arts, humanities, sciences, professional disciplines and community service. Recent funding has included such diverse projects as a biology/pre-med student’s travels to Ghana, Africa, to help fight the spread of AIDS/HIV; and a classroom-based healthy lifestyle project in an urban setting elementary school, created and managed by two exercise science majors.

GREEN’S THE THING

The largest aqua-thermal heating and cooling system in the state was installed at SVSU through more than 20 miles of coiled heat exchange units in ponds. The system heats and cools the new Health & Human Services building, which opened in August 2010.

BIG HEARTS

In 2010-11, students raised staggering amounts of money for worthy causes: “Battle of the Valleys” raised \$40,088 for Saginaw County’s Salvation Army. “Relay for Life” efforts earned \$47,200 for the American Cancer Society, and the SVSU Student Association, Roberts Fellows and International Student Club raised \$2,500 for Japan and Pacific Tsunami Relief.

AND THE WINNERS ARE...

In 2010-11, 48 percent of SVSU’s varsity student-athletes had a 3.00 GPA or better. The women’s softball team made the school’s first appearance in the NCAA Division II national softball championship tournament — and received honors for GLIAC Pitcher of the Year.

STUDY ABROAD

Popular study abroad programs continue to be those led by faculty. In 2010-11, there were 11 faculty-led trips to such places as Bulgaria, Italy, England, Indonesia, Japan, Senegal, Czech Republic, France, China and Ireland.

DOLLARS AND “SENSE”

SVSU continues to offer the lowest tuition and fees of the state’s fifteen public universities. In addition, more than \$2 million in scholarships was awarded to our freshman class for the fall 2010 semester. More than \$10 million in scholarships was awarded to all students for the fall 2010 semester. www.svsu.edu/financialaid

NEW CAMPUS FACILITIES

Recent changes and additions to the campus include an expansion of the student recreational facility, renovation of the Student Life Center and main dining area (Marketplace at DOAN), and major changes to Wickes Stadium, home of the Cardinal football team. Wickes Stadium is now outfitted with lights, and so for the first time in Cardinal history, the football team will play all home games at night.

The new Brain Research Laboratory, located in the Health & Human Services building, has more than 3,000 square feet of space dedicated to research that revolves around approaches to understanding neuroplasticity after damage to the brain. According to Jeffrey Smith, The SVSU Malcolm & Lois Field Endowed Chair in Health Sciences, SVSU students are involved in all aspects of the research “to learn and perform science as a scientist, not as an assistant.”

University of Michigan-Ann Arbor

U-M APPLICATIONS, PROJECTED FRESHMAN ENROLLMENT REACH ALL-TIME HIGH

For the fifth consecutive year, the University of Michigan received a record number of applications from prospective freshmen. The projected size of the entering class is approximately 6,161, a decrease of more than 200 students from fall 2010 enrollment numbers. Though total applications continue to rise, the acceptance rate for in-state students remained fairly consistent at 55 percent this year.

U-M CONTINUES USE OF THE COMMON APPLICATION

The Common Application is a not-for-profit organization that serves students and member institutions by providing an admission application — online and in print — that students may submit to over 400 colleges and universities nationwide. The common application form, U-M supplement and application fee payment must be completed before an application will be transmitted electronically to U-M. Additionally, the university requires one teacher evaluation (recommendation) and one secondary school report (counselor recommendation form), and essays will remain a part of our application process. The Common Application has two required responses — one short answer question regarding an activity that the applicant participated in, and one essay with different choices of topics. U-M will also have two essays as a part of our supplemental application. Students should also submit the home school and/or international school supplement(s) where applicable. The application fee for 2012 season is \$65 (domestic) and \$75 international (determined by citizenship status.)

U-M OFFICE OF FINANCIAL AID MEETS FULL NEED

Financial aid packages offered to Michigan residents with the greatest financial need (Pell-eligible students with a FAFSA Expected Family Contribution of zero) meet the full cost of attendance with grant aid and a \$2,500 work-study award. To further encourage these students to attend U-M, their financial aid packages do not include student loans.

EXPLORE THE UNIVERSITY'S ARTS PORTAL

Whether it's visual and design arts, performing arts or literary arts, the university offers a tremendous variety of coursework and programming opportunities. Visit www.montage.umich.edu to view upcoming events and to learn more about campus programs and departments.

U-M MAKES CHRONICLE BEST WORKPLACES LIST

UM is featured in the *Chronicle of Higher Education's* Great Colleges to Work For list. U-M was recognized in the following areas: compensation and benefits, job satisfaction and support, and tenure clarity and process. It's great to be a Wolverine!

MEN'S AND WOMEN'S LACROSSE NAMED VARSITY SPORTS

The men's program will begin NCAA Division I varsity competition in the 2011-12 academic year, and the women's program will be ready for NCAA Division I varsity competition in the 2012-13 academic year.

2012 LSA THEME SEMESTER, "LANGUAGE: THE HUMAN QUINTESSENCE"

Students will examine the vital role that language plays in all aspects of human life. Please visit www.lsa.umich.edu/lsa/theme for more information on current and future themes.

RESIDENCE HALL RENOVATION PROJECT UPDATE

Alice Lloyd and East Quad residence halls are next in the residential life renovation initiatives project. The renovations of both buildings will work to improve and expand the residential experience at U-M. New community spaces will help to foster ongoing learning and growth experiences for students.

NEW RESIDENTIAL EXPERIENCE FOR TRANSFER STUDENTS

Northwood III, an apartment complex located on North Campus, will be the home of the new Transfer Year Experience. This theme community is designed to address the transitional needs of incoming transfer students. The programs provided to residents of this community offer assistance navigating the U-M campus and help students connect with others.

OUTREACH PROGRAMS CONTINUE TO GROW

The university seeks to ensure academic excellence for all K-12 schoolchildren in the state of Michigan. The Center for Educational Opportunity (<http://ceo.umich.edu>), though responsible for coordinating outreach throughout the university, campus community also houses a variety of outreach programs for students of all ages.

University of Michigan-Dearborn

LARGEST NUMBER OF APPLICATIONS IN UNIVERSITY HISTORY...AGAIN

Interest in UM-Dearborn continues to increase in historic fashion. Fall 2011 undergraduate freshman applications surpassed 4,700 and continued to grow as the fall semester approached. In addition, submissions from potential transfer students were at an all-time high at more than 2,000 applications.

13th NATIONAL RANKING IN MERIT AID

In this year's edition of *U.S. News and World Report*, UM-Dearborn is ranked 13th in the nation for most students receiving merit aid. Forty-four percent of our students receive merit aid. The fall 2011 admitted class was offered nearly \$16 million in four-year scholarships, including more than 150 full-tuition scholarships valued at \$46,000.

BIOENGINEERING AND DIGITAL MARKETING PROGRAMS LAUNCHED

A new bachelor of science in engineering in bioengineering was introduced in the winter of 2011. The multidisciplinary program provides a comprehensive engineering education with orientation toward biomedical applications. Students will become technically skilled and socially responsible engineers prepared for immediate professional employment in various areas of biomedical technology, as well as for pursuing advanced degrees in engineering, medicine or science. The College of Business will offer a new digital marketing concentration this fall. This new undergraduate degree is the second digital marketing major in the United States and the only one of its kind in the Midwest. The degree was created to better prepare students for one of the fastest growing professional areas and will cover a wide range of marketing practices including social network marketing, search engine optimization, reputation management and many other emerging marketing areas.

COLLEGE OF BUSINESS' PART-TIME M.B.A. RECOGNIZED AS ONE OF THE BEST

The University of Michigan-Dearborn College of Business' part-time M.B.A. program has been recognized as one of the nation's best in the 2012 rankings in *U.S. News and World Report*. The program was one of only four in Michigan to receive this distinction in both the 2011 and 2012 rankings.

LOCAL UNIVERSITIES AND COLLEGES DEVELOP STUDENT LEADERSHIP PROGRAM

UM-Dearborn has partnered with Lawrence Technological University, Marygrove College, University of Detroit Mercy, University of Windsor and Wayne State University to create the University Partners Student Leadership Program. The program is an inter-institutional higher education leadership development initiative, in collaboration with Leadership Detroit, a program of the Detroit Regional Chamber. Created to provide students the foundation needed for a lifelong commitment to social change and advocacy, this program will allow students the opportunity to develop leadership skills, learn facilitation and communication skills, and establish a network of professionals in careers such as health care, education, arts and culture, business and others.

NEW ATHLETIC PROGRAMS

UM-Dearborn has expanded its athletic program offerings. Men's and women's varsity cross country begins on campus this fall. Men's varsity soccer will start in 2012. UM-Dearborn competes in the Wolverine-Hoosier Athletic Conference. Student engagement on and off campus is a pillar of the University of Michigan-Dearborn's Metropolitan Vision. The expansion of the campus' athletic programs in the next two years aims to play a key role in increasing student engagement, both academically and socially.

TRANSFER-FRIENDLY HONORS PROGRAM

This summer, 10 students from Henry Ford Community College, Schoolcraft College and UM-Dearborn have come together to design a new, transfer-friendly honors program at UM-Dearborn focusing on creativity and leadership. When launched in fall 2012, this honors program will be one of the few in the country designed specifically for transfer students. The students spent 15 hours a week working in professional internships across the university community, and met each Friday to discuss their week and work on program development.

CAMPUS GOES SMOKE FREE

UM-Dearborn joined the Ann Arbor and Flint campuses in going smoke free on July 1. The smoke-free initiative was instituted in an effort to create an environment that is healthy for all members of the campus community. A smoke-free campus will help ensure a healthier environment for faculty, staff, students and visitors. Smoking is not allowed anywhere on the campus grounds except in personal vehicles.

University of Michigan-Flint

ENROLLMENT GROWTH SPURS EXPANSION IN SCHOOLS OF MANAGEMENT & HEALTH PROFESSIONS AND STUDIES

UM-Flint's surge in student enrollment over the last several years has prompted changes to campus services and curriculum alike. The School of Management and School of Health Professions and Studies have had to be particularly adaptive to growing demands.

The School of Management recently announced that it will move all offices and classes from UM-Flint's William S. White Building to downtown Flint's Riverfront Building. Approximately 32,000 square feet of space will be renovated to accommodate the school's needs. Relocating to the Riverfront Building will help the school achieve its long-term strategic goals, particularly increasing opportunities for SOM faculty and students to immerse themselves in and lend expertise to the downtown Flint community.

The School of Health Professions and Studies recently changed the name of its Department of Health Science and Administration to the Department of Public Health and Health Sciences (PHHS) in conjunction with new partnerships with the Genesee County Health Department and Hurley Medical Center to better address public health issues in the area.

UM-FLINT/MSU MED SCHOOL ARTICULATION AGREEMENT

Michigan State University College of Human Medicine and the University of Michigan-Flint have entered into an agreement that provides a link between premedical students at UM-Flint and MSU's medical school. Officials from both universities finalized the Early Assurance Program for admission, which will help both disadvantaged students and underserved areas of medicine. The Early Assurance Program provides an enhanced opportunity for admission to medical school to qualified premedical students who wish to practice in underserved areas. Preference for admission will be given to students who are the first generation to attend college, students who graduated from a low-income high school, those eligible for Pell Grants, or those who express interest in a high-need medical specialty area.

COMMITMENT TO STUDENT VETERANS LEADS TO NEW PARTNERSHIP WITH PAT TILLMAN FOUNDATION

The University of Michigan-Flint has been selected to partner with the Tillman Military Scholars program, which provides educational scholarships for veteran and active service members and their dependents.

UM-Flint's responsiveness to the unique challenges faced by veterans as they transition from military to civilian and student life, particularly the formation of the Student Veterans Support Program (SVSP), were cited as reasons for UM-Flint's receipt of this honor. In its short tenure, the SVSP has accomplished a number of important goals, including:

- Creation of a new orientation session designed specifically for veteran students
- Designation of freshmen-level class sections exclusively for undergraduate veteran students
- Development of a staff recruiter position in the Office of Undergraduate Admissions
- Creation of a student veteran center
- Development and launch of www.umflint.edu/studentveterans
- Increased support for veterans who have taken college-level coursework previously at UM-Flint or elsewhere

UM-Flint was one of five new universities named by the Pat Tillman Foundation for the 2011-12 academic year and is the only university in Michigan to receive the designation.

UNIQUE UNDERGRADUATE RESEARCH OPPORTUNITIES EXPAND

Many schools talk about being a "research university," but that research is often conducted only by faculty and graduate-level students. At UM-Flint, undergraduates are able to become involved with serious research projects early in their college careers, giving them a leg up on the competition when they enter graduate school or the workforce. UM-Flint's dedication to undergraduate research led to this year's inaugural Student Research Conference.

UM-FLINT RECEIVES NATIONAL HONOR FOR COMMUNITY ENGAGEMENT

The University of Michigan-Flint's unofficial mantra, "Academics in Action," has resulted in official recognition by the Carnegie Foundation for the Advancement of Teaching. More than 300 universities applied for the Carnegie Community Engagement classification in 2010, and only 115 were selected. The next opportunity for universities to apply for the classification will be in 2015.

In the notification to the UM-Flint campus, Carnegie Foundation President Anthony S. Bryk wrote:

"Your application documented excellent alignment among mission, culture, leadership, resources, and practices that support dynamic and noteworthy community engagement, and you were able to respond to the classification framework with both descriptions and examples of exemplary institutionalized practices of community engagement."

Wayne State University

PRESIDENT ALLAN GILMOUR TAKES CHARGE

Allan Gilmour was inaugurated as the 11th president of Wayne State University on April 15. He began his tenure as interim president in August 2010 and will continue as president through the 2012-13 academic year. A graduate of Harvard University and the University of Michigan, he is known for his long and successful career at Ford Motor Company. President Gilmour has plans to advance the mission of the university beyond its current status, including instituting strategies to improve customer service, retain and graduate students, and increase awareness about Wayne State's assets such as its strong research reputation and wide variety of degree programs.

NEW SCHOLARSHIP EVENT CELEBRATES ACADEMICALLY OUTSTANDING STUDENTS

Beginning in fall 2011, high-achieving students will be rewarded for their commitment to education with a bid to attend an invitation-only scholarships event. Guests at the all-new Distinguished Scholars Symposium will hear firsthand about what it's like to live and learn at Wayne State from Honors College alumni, faculty members and students. Every student who attends will be welcomed into the Honors College and offered the prestigious Presidential Scholarship, valued at \$40,000 over four years. This complements additional scholarship opportunities for freshmen, such as Scholars Day in February and the new Green and Gold awards. Students who transfer from a Michigan community college also may be eligible for scholarships, including the new Presidential Scholarship for transfer students, which offers membership in the Honors College and is valued at more than \$17,000 over two years. All students are encouraged to apply early for maximum scholarship consideration.

IRVIN D. REID HONORS COLLEGE CONTINUES TO GROW

With the arrival of this fall's incoming class, Wayne State is enjoying record-breaking numbers in its distinctive Irvin D. Reid Honors College. There are 18 National Merit Finalists beginning their college careers in Midtown, bringing Wayne State's current total to 41. This fall's freshman Honors College class is 10 percent larger than last year's group, and this is the second consecutive year of an increase in freshmen eligible for admission to Honors.

APPLICATION FEE ELIMINATED

New for fall 2011 is the elimination of an admissions application fee for new domestic freshman and transfer students at the undergraduate level. In addition, all incoming freshmen will enjoy the speed, convenience and accuracy of an online application process.

NOW OFFERING CERTIFICATES IN ADVANCED ENERGY STORAGE SYSTEMS

As the state's automotive industry transitions into producing more electric drive vehicles, WSU's College of Engineering is first in the country to offer graduate and undergraduate certificate programs in advanced energy storage systems. The new certificate programs draw from Wayne State's curriculum and research in electric drive vehicle and alternative energy technologies, making the university a key education provider for the new engineering workforce critical to Michigan's economic growth. The 12-credit graduate and 15-credit undergraduate certificate programs beginning this fall are offered through the Engineering Technology Division.

UNDERGRADUATE RESEARCH CONFERENCE SHINES A LIGHT ON TALENT

During each of the past seven autumns, student projects covering everything from the humanities to the natural and social sciences to economics to fine and performing arts have converged at WSU's McGregor Memorial Conference Center. This past year, more than 100 undergraduates presented their research and creative work in group panels or independent posters illustrating their work. Following the WSU event, 33 students went on to present their work at the 24th annual National Conferences on Undergraduate Research in New York, making up the largest contingency from any participating college.

TECH-FOCUSED INTERNSHIP PROGRAM IS A WIN-WIN

Wayne State students are afforded a unique opportunity for hands-on career experience thanks to the affiliated TechTown startup organization. To support this valuable option, WSU recently announced an incentive program that rewards entrepreneurs for hiring work-study students. TechTown companies can now receive partial to full reimbursement of work-study salaries as the groups collaborate to attract businesses to Detroit. TechTown's Faris Alami says that students who intern "gain firsthand knowledge of the startup life cycle through exposure to new and innovative technologies, and, in the process, become entrepreneurial themselves."

Western Michigan University

GETTING CHARGED UP ON CAMPUS

In the spring of 2011, WMU became the first campus in Michigan to offer public electric vehicle charging stations on its main campus. Four stations, each able to simultaneously charge two cars, are located around the campus and positioned next to public transportation bus stops to support an integrated sustainable community transportation approach. The stations went online in March and are part of the ChargePoint America network.

HEADED FOR THE TOP OF THE CHAIN

Making its debut in a national ranking, Western Michigan University's Integrated Supply Management program has been named 12th among the nation's best undergraduate supply chain management programs, sharing the slot with the University of Maryland and Stanford University. The ranking by Gartner, the definitive professional organization dealing with the supply chain industry, was announced at Gartner's June 2011 conference in Scottsdale, Ariz. This is the first time the 19-year-old WMU program has made the top-25 list, entering the rankings halfway up the list.

SMART PLACE TO EARN A DEGREE — AND START A CAREER

Choosing a college is about choosing an institution with the right programs and a community that can be home for four years — or even longer. Western Michigan University's home community, Kalamazoo, has just been named one of the best cities in the United States for recent college grads. The annual list by online news service the Daily Beast pegged Kalamazoo at No. 24 among the nation's best cities, based on quality-of-life-factors such as affordability, housing, employment opportunities and the size of the age 22-24 population. Kalamazoo was the only Michigan college town to make the 2011 list.

IDEAL ON-CAMPUS LIVING DESIGNED WITH STUDENT INPUT

Located at the center of WMU's main campus, Western View apartments offer undergraduates all the flexibility of off-campus apartment living and the convenience of being just steps from class, the library, the rec center and other important campus resources. Open for occupancy in fall 2011, the one-, two-, three- and four-bedroom units feature air conditioning, washers and dryers, and a separate bath for each bedroom. Furnishings were selected by students. And did we mention the view? It's spectacular.

MED SCHOOL WILL TAKE CAMPUS OPPORTUNITIES TO THE NEXT LEVEL

There's nothing like new graduate professional programs at a university to provide a wealth of new opportunities and synergy among related programs campuswide. That's happening now at Western Michigan University as the university launches a School of Medicine. The new school is a partnership involving WMU and Kalamazoo's two world-class teaching hospitals — Borgess Health and Bronson Healthcare. The new medical school will welcome its first class of students in fall 2014, but excitement is already building as plans are finalized for new facilities, an innovative curriculum and a round of new research in the life sciences.

BRONCO PROMOTIONAL PROWESS

The Western Michigan University Sales and Business Marketing Program has been selected by the Sales Education Foundation as being among the top 50 such programs in the nation. Each year, the Sales Education Foundation selects the top university sales programs that have an overall vision and dedication to sales education. The program, part of WMU's Haworth College of Business, is constantly changing based on faculty, student and employer feedback. Recently, new sales-focused class has been added to the curriculum to prepare students to succeed in their careers.

A DEGREE OF CREATIVITY

Nothing beats learning from a professor who practices what she teaches. Students on track to write the next "great American novel" should check out Western Michigan University's creative writing program — home to the author of the 2010 great American novel. Author Jaimy Gordon, whose teaching career at WMU has spanned three decades, won the coveted National Book Award in November for *Lord of Misrule*. This was the second year in a row a WMU author was a finalist. In 2009, Gordon's one-time student, Bonnie Jo Campbell, was among the final five candidates for the coveted annual prize that is the publishing world's version of the Academy Awards.