

FORUM

A NEWSLETTER FOR THE GRAND VALLEY STATE UNIVERSITY COMMUNITY

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Enrollment shows increase in first-year students

Grand Valley welcomed one of its largest first-year classes in its history. The university has enrolled more than 4,000 first-year students for the seventh consecutive year, one of the highest freshman enrollments in Michigan.

Total enrollment at Grand Valley is 24,677, with a first-year class of 4,369, an increase of more than 4 percent over last year. There is a 6 percent increase in the number of new students of color (719 to 678), and the total percentage of students of color is up slightly, 17.4 percent compared to 17.3 percent last year.

Campus leaders attribute the new student enrollment and retention rate increases to faculty and staff members and their overall commitment to student success. Fall semester enrollment numbers follow a 4 percent increase in the number of students who took spring/summer classes.

Maria Cimitile, provost and executive vice president for Academic and Student Affairs, said deans and faculty members who worked diligently to make spring/summer courses available as online or hybrid offerings helped boost enrollment.

“These were bottleneck courses that students needed to graduate and offering hybrid and online choices made them more accessible to students who do not live on campus during the summer,” Cimitile said.

Lynn “Chick” Blue, vice president for Enrollment Development, said last winter’s marketing campaign — GVSUmmmer — played a key role in encouraging students to register early.

“GVSUmmmer created a whole array of activities that I believe impacted our registration numbers,” Blue said. “We want all people who did their jobs really well every day, as well as those who participated in very visible ways, to take a bow.”

GVSUmmmer focused on summer registration using tactics like posters, emails to students, social media content, advertisements and videos. Blue said it was a hit on social media, adding GVSUmmmer content was viewed on Facebook, Twitter and Instagram 545,805 times and generated more than 3,000 clicks on Grand Valley’s registration and financial aid websites.



Photo by Amanda Pitts

The first-year class of 4,369 is among the largest in Grand Valley’s history; campus leaders attribute registration and retention increases to an overall commitment to student success.

In late winter, staff members from Admissions, Institutional Analysis, Provost’s Office, Registrar’s Office and other departments teamed to give campus presentations on retention and enrollment. Cimitile said these sessions gave faculty and staff a glimpse into the

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ACROSS CAMPUS

Ceremony honors 10 years of Niemeyer Learning and Living Center

Dozens of current and former students gathered September 18 at Niemeyer Learning and Living Center to celebrate the 10-year anniversary of the building.



Photo by Amanda Pitts

Roger Gilles, director of the Honors College, addresses participants at the 10th anniversary celebration for the Niemeyer Learning and Living Center.

When the building was built, it was unique in the respect that it combined living space for students with classroom space in the same facility, a design that hadn’t been used before.

Since its construction, the concept has been repeated in several new living spaces across campus, as living and learning communities have been shown to have positive outcomes for students and faculty.

“This is a chance to reflect on trying new things, and this has worked very, very well,” said Roger Gilles, director of the Frederik Meijer Honors College.

Gilles was joined by former provost and building namesake Glenn Niemeyer, along with Provost Maria Cimitile and President Thomas J. Haas.

“There has always been a real spirit of experimentation at Grand Valley, and this experiment in living and learning has been exceptionally beneficial to our students and

our Honors program,” Gilles said. “I think it’s really important that this community is about merging the academic and the social, and showing that it’s really fun to learn here.”

Submissions for Teach-In sessions accepted

Session submissions are being accepted from collaborative student-faculty staff teams for the sixth annual Teach-In, set for November 7-8.

New this year, Teach-In sessions will be held over two days: all November 7 sessions will be held in the DeVos Center and all November 8 sessions will be held in the Kirkhof Center.

With the theme of “Power, Privilege and Difficult Dialogues,” sessions are participatory and action-oriented. John Bender, chair of the equity and inclusion committee for University Academic Senate, said past topics have centered on, for example, awareness of campus rape culture, ableism, impact of expanded Title IX, and campus power systems.

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ACROSS CAMPUS

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The deadline to submit session applications is October 5. Teams will be notified by October 15.

Teach-In is sponsored by Student Senate and the UAS Equity and Inclusion Committee, with support from the divisions of Inclusion and Equity and Student Services. More information is online, gvsu.edu/teach-in.

Students get career advice at new drop-in center

Searching for an internship, creating a resume or exploring majors and career options are just some of the reasons students can visit CareerLab, a new program offered by the Career Center.

The program invites students and alumni to drop-in to get career-related questions answered by trained professional staff members and student employees, called career connectors, who provide peer-to-peer consultations.

The interactive workspace runs weekdays from 11 a.m.-4 p.m. in the Lubbers Student Services Center, room 206, and in the DeVos Center, room 101B.

“In the past, students would visit us, get some advice and leave — not always remembering what was talked about or able to finish what they started,” said Rachel Becklin, senior associate director of the Career Center. “With CareerLab, students can stay as long as they like to finish their resume, take our online career assessment or explore websites.”

Jenna Koelsch, a career connector who is majoring in medical laboratory science, has worked for the Career Center for more than three years.



Photo by Valerie Wojciechowski

CareerLab runs Monday through Friday on the Allendale and Pew Grand Rapids campuses.

“I enjoy helping students explore majors and career options, and showing them how to properly build resumes and cover letters,” she said. “The Career Center staff is dedicated to ensuring student workers gain transferable skills and grow as individuals.”

The Career Center also recently launched a tool that connects students and alumni with employers. The online program, called Handshake, provides career resources and links students to internship and job postings.

University Libraries receives grant for digital preservation support

Grand Valley will aim to lay the foundation for a collaborative network in Michigan that can provide statewide digital preservation services and support for libraries, archives, historical societies and museums.

Matt Schultz, University Libraries metadata and digital curation librarian, will lead the

Statewide and Regional Stepping Stones to the National Digital Platform project, which received \$49,763 in funding from the Institute of Museum and Library Services’ National Leadership Grants for Libraries program.

Schultz said at its core, digital preservation is the process of transitioning historically relevant content and artifacts into digital formats and then determining how to best preserve that content.

Schultz said digital preservation can be complicated because of the amount of data and types of data or files that require specific software for access.

Beginning December 1, the year-long project will ask representatives from libraries, museums, archives and historical societies to determine the digital preservation needs of each organization. The representatives will collectively research the logistics of supporting each other by examining current data, procedures and preservation technologies at each institution.

“There are conversations going on between members of all of these institutions, but in a lot of cases, the conversations are lateral — archivists are communicating with archivists, librarians are communicating with other librarians, and so on,” said Schultz. “With this project, we hope to break down those silos because every bit of digital material is unique.”

Schultz said the ultimate goal of the project will be to not only establish a digital preservation network, but also share its structure with other interested parties around the country.

He said he hopes to host a symposium at Grand Valley for participants to discuss best practices for implementation.

FORUM

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Grand Valley Magazine, published quarterly; visit gvsu.edu/gvmagazine.

GVNow, web publication; visit gvsu.edu/gvnow, for daily news updates and video features.

Grand Valley State University is an affirmative action/equal opportunity institution.



GVFACES

Jessica Campbell, Fostering Laker Success coach

Jessica Campbell is the independent living skills coach for the Fostering Laker Success Program, housed in the Gayle R. Davis Center for Women and Gender Equity.

The goal of FLS is to recruit, retain and graduate students who have experience with the foster care system. Campbell serves as a life coach and mentor for these students and helps them with whatever needs that arise during their college experience.

“I really try to fulfill whatever needs students have when they come through the door: whether it’s finding them food if they’re hungry, finding them a place to live if they’re homeless, or working with Financial Aid to fill gaps,” Campbell said.

Students are paired with faculty mentors and connected with campus resources. FLS gives students the support system they need to thrive in college, she said.

Campbell earned a bachelor’s degree from Grand Valley and a master’s degree in social work from Eastern Michigan University. She had worked as a clinician and program coordinator for various community organizations, and served in AmeriCorps. However, her desire to return to higher education to serve students brought her back to her alma mater.

“I was looking for an opportunity to be able to work with youth who have experienced foster

care on a campus and that’s what brought me back here,” Campbell said.

Campbell called the program, established in 2017, successful. Its 83 percent retention rate far exceeds the nationwide rate for students who have experienced foster care. Campbell said national statistics report 80 percent of youth in foster care want to go to college, but only 50 percent will graduate from high school, 20 percent will attend college and 2 percent will earn a bachelor’s degree.

She pointed out the impact of mentors: 100 percent of FLS participants reported they had an adult in their life who supported them and Grand Valley’s program has helped them to navigate their college experience.

The program is in the second year of its three-year grant from the Michigan Department of Health and Human Services. Campbell said she hopes that the program will become a permanent fixture on campus to continue making a difference in the lives of students.

Learn more about FLS, including steps to become a faculty/staff mentor, online at gvsu.edu/cwge.



Jessica Campbell

WHAT'S AHEAD

Garrett will give remarks at Women's Commission event

Takeelia Garrett, student ombuds, will be the keynote speaker at the Women's Commission Fall Welcome.

The luncheon is set for Wednesday, September 26, from noon-1:30 p.m. in the L. William Seidman Center, Seidman Forum, on the Pew Grand Rapids Campus. Faculty and staff members can RSVP for the event online at gvsu.edu/wcommission.

Garrett was named Grand Valley's first student ombuds in 2015, she had worked for Housing and Residential Life.

The Women's Commission is the university's longest established affinity group for faculty and staff members. Commission members will give a preview of upcoming events at the luncheon.

Tech impact on Generation Z will be focus of lecture

Social media and other contemporary technologies have impacted societies around the world. An upcoming campus presentation will explore how the post-millennial generation, Generation Z, is most impacted by these changes.

Ed Tywoniak, professor of communication and media studies and director of the W.M. Keck Digital Studies Lab at Saint Mary's College of California, will present "Fighting the Politics of Illusions" during the James. W Carey Memorial Lecture. The event is set for Wednesday, September 26, at 7 p.m. in the DeVos Center, Loosemore Auditorium.

Tywoniak claims that members of "Gen Z" are often described as "digital natives," people who are technology savvy from birth, and who often describe themselves as entrepreneurial, progressive and individualistic. Tywoniak argues that this generation is also described as having less religious identification, greater disappointment with government leaders, and more feelings of being overwhelmed by the demands placed on them.

Sponsors for the Carey Memorial Lecture are the Communication Studies program in the School of Communications, Political Science Department and Office of Multicultural Affairs.

For more information, contact Valerie Peterson, professor of communications studies, at petersov@gvsu.edu.

FOIA-Fest planned during Big Data Month

The Freedom of Information Act has been used as a way for the general public to encourage transparency from governments, corporations and organizations.

An upcoming Big Data Month event will explore the mechanics of writing and submitting a FOIA request. "FOIA-Fest" will take place Thursday, September 27, from 6-9 p.m. in the Kirkhof Center, room 2270.

During the event, Michael Morisy, co-founder of MuckRock, a non-governmental organization dedicated to freedom of information issues, will deliver a keynote address providing a national overview of the freedom of information landscape. He will also explain the process and mechanics of writing a FOIA request.

Other presenters are Anne Jbara, assistant general counsel and FOIA coordinator at Grand Valley, and Patrick Beatty, staff attorney for the City of Grand Rapids. Local journalists will also be on-hand to describe their experiences using FOIA requests in their reporting.

This event is sponsored by the School of Communications and LIB 100 approved for students. For more information, contact Jeff Kelly Lowenstein at kellyloj@gvsu.edu, or visit gvsu.edu/bigdata.

Deresiewicz to explore convergence of business, art

In today's world, as business and the arts draw closer together, how are they changing each other?

Award-winning essayist, critic and best-selling author William Deresiewicz will answer this question during the Fall Arts Celebration lecture. "What is Art in the 21st Century?" is set for October 1 at 7:30 p.m. at the Eberhard Center, second floor. The lecture will be followed by a reception and book signing.

Deresiewicz will examine the age-old conception of the artist as a solitary artisan versus the current culture that supports a creativity economy. Through this type of



William Deresiewicz

consumerism, numerous individuals can share their works with the masses through social media and online commerce outlets, such as Etsy.

Expanding on his viral essay for the *Atlantic*, "The Death of the Artist—and the Birth of the Creative Entrepreneur," Deresiewicz will explore how the democratization of taste and access to creative tools is redefining the role of the artist.

Deresiewicz is the author of *Excellent Sheep: The Miseducation of the American Elite and the Way to a Meaningful Life*. His work has appeared in the *New York Times*, *Harper's* and many other publications.

For more information about Fall Arts Celebration, visit gvsu.edu/fallarts. All Fall Arts Celebration events are free and open to the public.

Flu vaccine clinics planned through October

Grand Valley will again offer flu vaccines to students, faculty and staff members and their dependents, retirees and community members.

Flu vaccine clinics will run October 3-31, a list of locations and times is below. The GVSU Family Health Center, operated by the Kirkhof College of Nursing, is staffing the clinics.

There is no charge for retirees, faculty and staff members and their dependents. Students can get their insurance billed for the cost of vaccines or can use credit, debit or student account billing at any clinic.

For the fourth consecutive year, the Michigan Department of Community Health is hosting a college student challenge. Grand Valley students can receive a flu shot anywhere and complete the online survey, gvsu.edu/fhc/flu-63.htm, to be entered in the university's count.

October 3, 5-7 p.m.: GVSU Family Health Center, 72 Sheldon Blvd. SE, Grand Rapids

October 4, noon-2 p.m.: Fieldhouse lobby

October 5, 11 a.m.-2 p.m.: Kirkhof Center, during GVSU Health and Wellness Summit

October 8, 11 a.m.-1 p.m.: DeVos Center, student project area

October 9, noon-2 p.m.: Cook-DeVos Center for Health Sciences, room 127

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Shakespeare Festival celebrates 25th anniversary

The Grand Valley Shakespeare Festival is the oldest and largest festival celebrating the Bard's life and works in Michigan. For the past 25 years, festival events have attracted thousands of people of all ages to Grand Valley to enjoy the legacy of Shakespeare.

The campus community will honor the festival with "A Silver Coronation: The Grand Valley Shakespeare Effect," a series of events (detailed below) from September 28-November 3.

Special to the 25th anniversary of the festival will be a staged reading by festival alumni of a commissioned play written by alumnus Scott Watson called "Defy the Stars." Based on true events, the play follows two actors who are held at the Westerbork Transit Camp in 1942. The actors perform "Romeo and Juliet" to save themselves and others from deportation to Auschwitz.

All events are free and open to the public, except performances of "King Lear." Contact the Louis Armstrong Box Office at x12300 for ticket information. For all event information, visit gvsu.edu/shakes.

"King Lear" (mainstage production): September 28-October 7

Biannual Performance and Pedagogy Conference: "My Crown is My

Heart, Not on my Head": September 27-September 29

*Keynote presentation (free and open to the public) by Michael LoMonico, resident Shakespeare scholar, on September 28

"Defy the Stars": October 3, 6, and 7

Bard to Go: Twelfth Night: September 29 and October 7 during ArtPrize outside Eberhard Center, at noon and 1 p.m.

November 3, at 1 p.m., DeVos Center, Loosemore Auditorium



From left to right: Alexandria Fetelea as Goneril, Brian Webb Russell as King Lear, Haley Jennings as Regan (standing) and Ariana Martineau as Cordelia.

FACULTY AND STAFF SKETCHES

IN THE NEWS



Amway visit

Students from TRIO programs and the Oliver Wilson Freshman Academy toured Amway World Headquarters in Ada September 14 to learn about the corporation and internship opportunities. **Ariel Arnold**, program advisor for TRIO Student Support Services, said Amway staff members visited campus last week to review student resumes and cover letters.

Michelle Miller-Adams, professor of political science, was interviewed by *U.S. News and World Report* for a story about how students from low-income families are rarely helped by “debt-free” college programs.

JCPenney at RiverTown Crossings Mall will host a “suit-up event” on October 7 from 6:30-9 p.m. All Grand Valley students, faculty and staff are invited to shop during those hours and receive an extra 40 percent off career apparel. Bring a university ID, as the store will be closed to the public during those hours.

Kyle Caldwell, executive director of the Johnson Center for Philanthropy, was interviewed by the *Washington Post* for a story about Jeff Bezos, Amazon CEO, giving \$2 billion to help homeless families and launch a network of preschools.

SKETCHES

Michael Wolfe, professor of psychology, gave a presentation on his research regarding how people’s beliefs change over time, and how they may be unaware that changes occur at TEDxKalamazoo.

Kelly Clark, Kaufman Interfaith Institute senior research fellow, attended the Phi Science Institute’s annual Research and Innovation Summit in Amman, Jordan. He gave a presentation on the religious roots of science and innovation, and participated as a panelist about opportunities for Jordanians around the world. Clark was also the co-author of a book, *Strangers, Neighbors, Friends: Muslim-Christian-Jewish Reflections on Compassion and Peace*.

Susan Mlynarczyk, associate professor of nursing, received a \$60,000 grant from the Blue Cross Blue Shield of Michigan Foundation for a project, “Validating a New Assessment Tool to Detect Need for Early Intervention Services in Preterm Infants.”

Kingshuk Majumdar, professor of physics, was a co-author of an article, “Spin Dynamics of Antiferromagnetically Coupled Bilayers: the Case of Cr₂TeO₆,” published in *Journal of Physics: Condensed Matter*.

Nick Viau, multimedia coordinator for Institutional Marketing, was the author of a book, *Life and Longbows*. Assisting with the book were (cover photo) **Bernadine Carey-Tucker**, director of creative services, photography; (design) **Elizabeth Vander Heide**, adjunct graphic designer; (editing) **Carrie Thrall**, marketing communications coordinator.

WHAT’S AHEAD

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October 10, 8:30-9:30 a.m.: Annis Water Resources Institute, 740 W. Shoreline Dr., Muskegon

October 17, 11 a.m.-1 p.m.: Kirkhof Center, Grand River Room

October 18, noon-2 p.m.: Holton-Hooker Learning and Living Center, multipurpose room

October 22, noon-2 p.m.: Fieldhouse lobby

October 24, 8:30-9:30 a.m.: Meijer Campus in Holland, room 104

October 25, 11 a.m.-1 p.m.: Kirkhof Center, Grand River Room

October 31, 8-10 a.m.: Cook-DeVos Center for Health Sciences, room 123

Global Health Showcase planned

Research and service work on disease prevention, clinical care and overall health and well-being will be displayed at the 2018 Global Health Showcase.

The event, sponsored by the College of Health Professions, will take place October 5, from 7:30 a.m.-12:30 p.m. in the L. William Seidman Center. The showcase will feature speakers and posters presentations highlighting student and faculty research.

A keynote address will be given by Justice Bawole, associate professor and chair of public administration and health services management at the University of Ghana Business School. Bawole will present, “Our Globe, Our Profession, and Our Influence: Paradoxes of Advances and Global Health Inequities.”

For more information, visit gvsu.edu/shp.

Health Forum event will spotlight water quality

Water safety will be the focus of the first Health Forum of West Michigan event of the academic year.

Sponsored by the Office of the Vice Provost for Health, Health Forum events are held the first Friday of each month and center on a health topic pertinent to the community.

“Water Quality and Safety” is set for Friday, October 5, from 8-9:30 a.m. in the DeVos Center, Loosemore Auditorium. A light breakfast precedes the event at 7:30 a.m. It is free and open to the public, RSVP online at gvsu.edu/vphealth.

Speakers will address water quality in groundwater, the Great Lakes and area rivers. Panelists are Erik DeLong, deputy city manager for Grand Rapids; Liz Kirkwood, executive director of For Love of Water; Eric Oswald,

Department of Environmental Quality drinking water and municipal assistance division; Rick Rediske, professor of water resources, Annis Water Resources Institute; and Teresa Seidel, Department of Environmental Quality water resources division.

Campus walk will precede Wellness Summit

University deans will promote a healthy campus during the third annual Exercise is Medicine on Campus walk on October 5 from 10-11 a.m., followed by the Wellness Summit.

Loren Rullman, vice provost for Student Affairs and dean of students, will lead the two-mile walk. Open to the campus community, the walk will begin at the Cook Carillon Tower, check-in will start at 9:45 a.m.

EIM-OC, sponsored by the American College of Sports Medicine, encourages universities and colleges to promote physical activity on campus among students, faculty and staff. Learn more online at gvsu.edu/eim.

- The Wellness Summit will run from 11 a.m.-2 p.m. in the Kirkhof Center lobby.

Participants will learn about campus wellness programs and resources, have an opportunity to get a flu shot and listen to presenters (students, faculty and staff members) who have implemented healthy lifestyles.

Campus leaders credit faculty, staff for increase in registration, retention rates

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life of a student and spurred an undercurrent of “checking in” with students.

“There was a concentrated effort on campus to get to know the student as a whole person, not only someone who takes classes,” she said.

“The retention efforts on campus underscore how committed faculty and staff are to student success, and that’s what makes Grand Valley special.”

Blue and Cimitile extended their appreciation to faculty and staff members who went beyond regular responsibilities and took up the charge

of student success.

“Last year, during my first year as provost, I said I would have to ask people to try some new things, and I am so grateful for their efforts,” Cimitile said.