



Students ascend an indoor climbing wall at Employee Appreciation Day on Oct. 1 to illustrate the university's new marketing theme, "Climb," and drop a banner with the new logo.

Employees Are First to See Results of Branding Campaign

Armed with a year's worth of research conducted by one of the nation's leading higher education marketing firms, Western Carolina University unveiled a new institutional branding campaign Wednesday, Oct. 1, with faculty and staff the first to see new concepts for university marketing and promotions.

The internal launch of WCU's brand, including a new logo and marketing theme, came as part of activities at the university's annual Employee Appreciation Day. To illustrate the newly launched brand theme – "Climb" – students from the Campus Recreation Center scaled an indoor climbing wall from which they dropped a banner emblazoned with the new university logo.

Chancellor John Bardo shared with employees assembled in Ramsey Regional Activity Center the new brand promise statement: "WCU offers opportunities

for those who aspire to make a difference in their world."

"As we all do our jobs every day, in every thing we do, we must live up to our brand promise: to offer opportunities for those who aspire to make a difference in their world. If we do this together, Western's reputation will continue to climb. Our enrollment will climb.

The quality of our students will climb. And the overall quality of our programs and services will climb," Bardo said. "Remember, the higher the climb, the better the view."

Four key attributes highlight characteristics of the brand promise and link it to the WCU experience, Bardo said. They are:

Engage – "Western provides hands-on, fully involved learning with real-world applications, engaging the region

through the expertise of faculty and the energy of youth," he said.

Your – "At Western, we treat every action with the responsibility and pride of personal ownership."

Pride of the Mountains – "Western is a beacon of intellectual know-how and achievement – for the state and Southeast."

Climb – "We are 'base camp' for students and a region that seek to reach new heights of endeavor – in careers, in economic development and in leadership," Bardo said.

As illustrated by a display of mock-ups of billboards now appearing across the state, the first wave of new messages revolves around the concept of "Climb," a theme that surfaced time and again throughout the yearlong research process, said Eric Sickler, Stamats principal consultant who guided the branding initiative.

"As a concept or creative wrap, 'Climb' reminds us that, for everyone, the route to real achievement is not a horizontal straight line, but always an ascent, one that requires focus and determination, with no shortage of challenges, rewards and revelations along the way," Sickler said. "'Climb' tells Western Carolina's target audiences that here is a place where you can roll up your sleeves, engage, and work toward a better future and a desirable career. It declares to the world that at WCU you can raise yourself to a higher level."

The university logo – the words Western Carolina University with interlocking letters – is the result of market research indicating that the institution's name represents the strength of its brand, Bardo said. The interlocking letters subtly demonstrate the university's commitment to Western North Carolina and its efforts to engage the faculty, staff and students in helping solve regional problems, he said.

The institutional brand launch follows extensive

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'Last Lecture' Speaker Finds Life Lessons in World of Politics



Don Livingston

Valuable lessons for everyday life can be found in the world of contemporary politics, Don Livingston, professor of political science and public affairs, told a standing-room-only crowd assembled for WCU's inaugural Last Lecture Series address Friday, Oct. 3.

Drawing upon politicians from Abraham Lincoln and U.S. Sen. Strom Thurmond of South Carolina to current vice presidential nominees Joseph Biden and Sarah Palin, Livingston shared insights from his nearly 30-year career as a professor at WCU, reminding the crowd that no one finds success without the support of others.

"If you find a turtle on a fence post, chances are he didn't get there by himself," Livingston said, quoting one of former President Bill Clinton's favorite sayings. "You see, Clinton made it his life's work to collect friends. Without friends, he would have never made it to the White House. Sure, he was gifted and he was smart, but he would have never made it without friends to help him along the way."

Thurmond embraced a similar philosophy to become the longest-serving senator in U.S. history, Livingston said. "Strom didn't waste his time and effort collecting enemies. He didn't want his opponents as enemies. He wanted his opponents as friends," he said.

Livingston pointed to several "political odd couples," such as Clinton and George H.W. Bush, Ronald Reagan and former Speaker of the House Tip O'Neill, and Gerald Ford and Jimmy Carter as proof positive that "good and peaceable people from different sides of the aisle can agree to disagree and to do so agreeably." He called the end

of the previous night's vice presidential debate, when rivals Biden and Palin and their families embraced at the center of the stage, a "defining moment."

"That was authentic. That was genuine. We need more of that in politics, quite frankly," he said. "It doesn't have to be mean-spirited. It doesn't have to be ugly. Democrats are not supposed to hate Republicans. Republicans are not supposed to hate Democrats. Republicans and Democrats are not enemies. They need to work together to find common ground upon which they can build solutions."

Among other lessons from politicians shared by Livingston:

- From Lincoln, allow people to fail. "We learn from failure. We don't always succeed, but we need to have an opportunity to learn from our mistakes," Livingston said.
- From Franklin D. Roosevelt, associate yourself with good people. "Find the right people with the right stuff, the right talents. Be a talent scout, but don't become overly dependent on those people," Livingston said.
- From Reagan, have a good attitude. "Cheerfulness and optimism are contagious. How many of us like to be around somebody who's always moaning and groaning and down in the dumps?"
- From Sam Ervin, don't oversell it. "Sam would always say, 'I'm just a country lawyer.' Well, Sam was a heck of a lot more than just a country lawyer. But he didn't overpromote himself."
- From Bush the elder, be involved and be prepared. "Just showing up is half the battle. Showing up prepared is three-quarters of the battle."

Livingston spoke as the first winner of the Last Lecture Series award, created by the WCU Committee on Student Learning to honor faculty members who inspire students with passion and enthusiasm in their teaching. Students select the honorees, who then prepare and deliver a "last lecture" – the words they would share if it was the last lecture they were ever going to give. The series was inspired by Randy Pausch, a computer science professor who was terminally ill when he gave a lecture as part of a similar series at Carnegie Mellon University.

Following the lecture, Provost Kyle Carter told the audience that Livingston's words should remind faculty members that what they say in the classroom matters. "To paraphrase Don, as we as a faculty think about teaching, we need to realize that part of the battle is not only showing up, but also being prepared and knowing that your words make a difference to your students."

Carter also called Livingston a living, breathing example of the university's new brand promise statement: WCU offers opportunities for those who aspire to make a difference in their world. "Don Livingston was living our brand promise when he didn't even know what it was," Carter said.

– By BILL STUDENC

Watch the lecture online from a link at <http://www.wcu.edu/10991.asp>.

Application Process Opens for University P-Card

The University Purchasing Department is accepting applications from employees for the new University P-Card, a corporate VISA credit card intended to replace purchase orders, standing orders, check requests and petty cash accounts for most small-dollar purchases.

Approved business charges made with the card are billed to and paid by the university, which improves the turnaround time on small-dollar purchases, decreases paperwork and reduces processing time and costs for purchases. Data entry in the Banner system also will be reduced in departments that use the card because requisitions will not be required for purchases made with the card.

The cards will be issued to employees who have regular purchasing needs. It cannot be used for travel expenses. Applicants must have department head approval and must attend training sessions to acquire a card.

The pilot program of the card, launched in October 2007, yielded efficiencies and cost savings. Read more about the program at <http://busaftr.wcu.edu/purchase/P-Card.html>, or call Tamrick Mull or Arthur Stephens in the purchasing office at 227-7203.

Campus Reacts to New Brand

"I think it is awesome. I am just very impressed. It's clean, crisp and professional. The design is straightforward, and I think it reflects very well on the image of the university and is a good representation of the student body. I think this will help us stand out not only as the institution of the western part of the state, but beyond."

—**Kyle McCurry**, graduate student and general manager of WVCU-FM

"I like it because it is rather simple and straightforward, and I really like the color choice because we are going back to our traditional look. Now that we have the new Catamount logo representing us athletically, this new institutional logo doesn't compete with that. Instead, it complements it. And as an alumnus, I feel like the theme of 'Climb' takes us back to our regional roots and our geographic location, which is so critically important to our overall identity."

—**Keith Corzine**, director of residential living

"In our positions, we try to help students climb and develop. Our programs develop responsible leaders and active, productive community members. The new logo and message affirms that."

—**Keshia Martin**, resident director of Norton Hall and The Village

"The re-imagining that Western Carolina is going through right now is recognition of changes made gradually over time. Western has been engaged with the community of Western North Carolina for a long time. This is a celebration of what we've been doing."

—**Richard Tichich**, director of the School of Art and Design

"I have already heard that alumni like that we are bringing back our old traditional shades of purple and gold. Alumni tell me that they are looking forward to seeing and hearing consistency in our messages and our graphic identity both for the university and for athletics."

—**Marty Ramsey**, director of alumni affairs

"I particularly like the way the 'Climb' concept connects so well to our mountain location. I also like the way the promise statement has both a local and a global connotation, which fits with our institutional mission as we focus much of our activities on outreach – emphasizing the responsibility to improve our world. Finally, I like the way both the 'Climb' concept and brand promise simultaneously celebrate the achievements of students who have taken that next step through higher education and recognize that students will have to stretch in order to continue to climb."

—**Beth Tyson-Lofquist**, associate provost

"I thought the logo was marvelous. The statement 'The higher you climb, the better the view' can be interpreted as, 'The better we do our jobs, and the more we learn about our jobs, the better we can keep the campus running well and looking nice.' To me, the higher you climb, the more you learn, and the more you learn, the better job you do. And in our division, we need to maintain a global view of the university."

—**Bill Manware**, director of operations and maintenance, Facilities Management Department



Continued from cover Employees Are First to See Results of Branding Campaign

market research and analysis conducted by Stamats, including focus groups, interviews and surveys with faculty, staff, alumni, benefactors, community members, opinion leaders, current and prospective students, and parents and guardians, and it comes seven weeks after the university revealed a new logo for its athletics program.

"With the branding and marketing campaign now under way, university constituencies will begin to see and hear messages designed to build broader recognition of the value of a WCU education, differentiate the university from its public and private competitors, and continue to raise the institution's profile regionally and nationally," said Clifton Metcalf, vice chancellor for advancement and external affairs.

The university has adopted institutional identity guidelines to ensure that university communications have a similar look, feel and tone that remain consistent across departments and disciplines, Metcalf said. The university also has reverted to original shades of its school colors of purple and gold, with a deeper purple and traditional gold replacing bright hues of purple and yellow used in recent years, he said.

— By **BILL STUDENC**

For more information about the branding initiative, including a WCU style guide, visit the Web site <http://www.wcu.edu/5227.asp> or contact Rubae Schoen, director of university publications, at (828) 227-2077 or via e-mail at branding@wcu.edu.



Student Affairs Names Assistant Vice Chancellor

Kellie Angelo Monteith, director of campus recreation and wellness, was recently named assistant vice chancellor for student affairs. Monteith will be responsible for oversight of health services, counseling and psychological services, intramural and sports clubs, wellness programs and the Campus Recreation Center.

Monteith brings more than 25 years of experience in health, wellness and fitness education to the job, said Sam Miller, vice chancellor for student affairs. She earned a bachelor's degree from Southern Illinois University at Edwardsville and a master's degree from the University of Nebraska. She worked at the University of Nebraska, the University of Virginia and Haywood Regional Health and Fitness Center before coming to Western Carolina in 2005 as director of the fitness center.

Reading Comprehension Scholar Leading Elementary and Middle Grades Education Department



W. Dee Nichols

A “moment of clarity” in a desert on a college field trip led W. Dee Nichols to change his major from biology to education and become the third generation in his family to teach. A later discovery working in a reading clinic at Appalachian State University drove Nichols to research – to want to explore teaching methods. “It was so rewarding to work with a struggling reader and give them the gift of reading that exploring how we can improve our ability to teach reading became a lifelong pursuit,” said Nichols, who recently became head of the education and middle grades education department.

Nichols furthered his pursuit by earning a bachelor’s degree in middle school language arts and science education and a master’s degree in elementary education with an emphasis in reading, both from ASU. In 1995, he completed a doctorate in educational curriculum and instruction with an emphasis in reading and educational research at Texas A&M University. His experience includes teaching at elementary and middle schools. He has served on the faculty at Cumberland College in Kentucky, Virginia Polytechnic Institute and State University, and most recently the University of North Carolina at Charlotte, where he was an associate professor and coordinator of a doctoral program in literacy. In addition, he has worked as a literacy consultant and published dozens of scholarly chapters and articles about his research.

“Without the ability to read and write, students are placed at a disadvantage in almost every educational and ‘real world’ setting,” said Nichols. “In order to better understand how to meet the individual needs of young learners, it is important to understand how students learn to read and develop literacy skills that will ultimately lead to a lifelong love of literacy.”

Nichols is particularly interested in studying how to effectively teach reading comprehension, a skill that helps students progress academically.

“We make an assumption that because a child has learned to read, they can read to learn,” said Nichols, who noted, however, that almost two-thirds of fourth-grade students cannot read with understanding at the fourth-grade level, according to a 2007 report from the National Assessment of Educational Progress.

Nichols replaces Bob Houghton, an associate professor who served as interim department head while a national search was conducted to fill the position. Michael Dougherty, dean of the College of Education and Allied Professions, said Nichols already has become in a short time a valued member and leader within the college.

“Dr. Nichols is a natural leader who deeply understands quality teacher preparation and the nature and needs of kindergarten through 12th-grade education. He also has a strong record of scholarly activity,” said Dougherty. “The department is poised to achieve the next level of excellence under his leadership. That next level includes producing more and even better teachers and working with our school partners on a variety of collaborative initiatives.”

Nichols is originally from the Statesville area. His wife, Janet, is an online instructor at Virginia Tech and works for WCU as a teacher mentor. They reside in Sylva and have three daughters: Annalyse, who is in fourth grade; Addie, who is in kindergarten; and Autumn, who was born Aug. 12.

Grants Office Reports Latest Awards for Research, Initiatives

WCU’s grants office announced more than \$325,000 in funding recently awarded to faculty and staff. Grants include:

- The U.S. Department of Education awarded \$196,168 to Bill Ogletree, head of the communication sciences and disorders department, to recruit and train students pursuing master’s degrees in speech-language pathology to work with people who have severe disabilities. Ogletree also received a \$15,000 grant from The Ohio State University Research Foundation to examine regional dialect variation and sound change over time. The goal is to develop an explanation of why vowel sounds change from one generation to the next.
- Wake Forest University School of Medicine awarded \$38,479 to WCU to support efforts to prevent alcohol-related consequences on campus.
- The National Park Service awarded \$24,750 to Cheryl Johnston, assistant

professor of anthropology and sociology, to analyze and document human remains from the museum collection of Hopewell Culture National Historical Park in Ohio. Johnston will develop a detailed report, database and photographs as part of the park’s compliance with the Native American Graves Protection and Repatriation Act.

- The National Park Service awarded \$20,179 to Thomas Martin, associate professor of biology, and WCU graduate student Sheree Ferrell, a certified taxonomist, for analysis of aquatic insect samples collected from high-elevation streams in the Noland Creek watershed of Great Smoky Mountains National Park. Martin also received \$10,000 from the N.C. Wildlife Resources Commission to determine the genetic origin of approximately 100 brook trout populations in North Carolina.
- The Marketing Association for Rehabilitation Centers awarded \$15,000

to Inhyuck “Steve” Ha, assistant professor of economics, to study how rehabilitation programs contribute to the economy of Western North Carolina.

- Barbara St. John, assistant professor of nursing, received \$7,452 – the third year of funding from a five-year grant – to enable Western Carolina to continue a collaborative project with Duke and Fayetteville State universities focused on developing strategies that can be adopted nationally to better prepare students for the challenges of providing health care with 21st-century technology. The project, titled “Technology Integration Program for Nursing Education and Practice,” is funded by the Health Resources and Services Administration of the U.S. Department of Health and Human Services.

For more information, contact Wanda G. Ashe, grants manager, at 227-7212 or ashe@wcu.edu.

INSIDE

THE STAFF BREAKROOM

with Michelle Clonch



Michelle Clonch joined the staff at Western Carolina University this fall as director of the Women's Center and Women's Programs. The center hosts leadership initiatives, service-learning activities, programs such as "Go Girls! Succeed in Sports ... Lead in Life" and events such as Love Your Body Day.

Clonch, a native of Orlando, gained experience working with college students in jobs including assistant director of counseling and psychological services at Rollins College in Winter Park, Fla. She holds a bachelor's degree in psychology and liberal studies from the University of Central Florida, a master's degree in mental health counseling from Rollins College and a master's degree in depth psychology from Pacifica Graduate Institute.

The Reporter: What is your personal motto?

Clonch: I have a personal motto as well as a favorite quote. The motto is from Aung San Suu Kyi, Nobel Peace Prize winner and leader for the National League for Democracy in Burma: "Please use your liberty to promote ours." One of my favorite quotes is from the late scholar Joseph Campbell: "Follow your bliss and do not be afraid, and doors will open where you didn't know they were going to be."

The Reporter: You are pursuing a doctorate in depth psychology. What is depth psychology?

Clonch: It is an engaged psychology grounded in diverse voices and multiple, yet related, perspectives that are nondominant and underrepresented in the Western-Judeo-Christian worldview. This includes exploring historical and ongoing conversations in culture, context, interiority, the unconscious, dreams, the "self," myth, transformation, dialogue, symptom and healing. I apply depth psychological practices by engaging in social justice and peace issues from a critical perspective.

The Reporter: Where have you traveled as part of your education?

Clonch: I have had the privilege of studying in Italy, Thailand and Costa Rica. Through grants, service-learning, research, and related professional activities, I have traveled to India, Thailand, the Burma border and Jamaica.

The Reporter: What have been some of your most compelling experiences?

Clonch: While in south and southeast Asia, I listened to or witnessed

Tibetans-in-exile who traveled by foot over the Himalayas to escape the current political regime, Tibetans-in-exile who were imprisoned for years as political prisoners of war, refugees from Burma who live in camps along the Thai-Burma border with no civil liberties, patients in grassroots medical clinics who are permanently disabled from landmines, immigrant farmers who are subjected to inhumane living conditions and extremely dangerous levels of pesticides, sex-workers and women forced into the human-trafficking industry, women and children affected by HIV and AIDS, survivors of the December 2004 tsunami, and activists committed to the ongoing struggle for peace and justice.

The Reporter: What sparked your interest in directing the Women's Center and Women's Programs at WCU?

Clonch: Throughout my career, I have intentionally been involved with women's organizations, concerns and issues, and I also have a keen appreciation and passion for working with college students. What particularly sparked my interest in directing the Women's Center and Women's Programs at WCU, however, are the multiple ways and opportunities to empower, support and inspire young women to continue their development as leaders, allies and agents of change.

The Reporter: Early bird or night owl?

Clonch: One hundred percent night owl.

Double Alumna Named Director of Financial Aid



Trina Frizzell Orr

Trina Frizzell Orr, associate director of financial aid, has been appointed director of the office, filling a position left open by the Sept. 30 retirement of Nancy Dillard.

Orr brings skills, expertise and years of experience to the position, said Fred Hinson, senior associate vice chancellor for academic affairs, in announcing the appointment. A double alumna of Western Carolina, she earned a bachelor's degree in business administration with an emphasis in accounting in 1994 and a master's degree in business administration in 2001.

Orr began her career in WCU's financial aid office 17 years ago as a work-study student. She went on to accept jobs in the office including office assistant, tracking coordinator, loan coordinator and financial aid counselor. She has been responsible for the management, development and implementation of multiple programs and computer systems in the financial aid office, and was a member of the Banner implementation team for the office.

"I have a commitment to serving students and their financial needs," said Orr, a resident of Sylva. "I enjoy working with everyone in the financial aid office. We all work as a team. The Western family has been very supportive and I look forward to what the future brings."

WCU to Re-create 'War of the Worlds' for Oct. 30 Radio Show

There is reason to be extra afraid this Halloween season as Martians invade the Earth when WCU presents a historically accurate re-creation of the radio drama “The War of the Worlds” at 7:30 p.m. Thursday, Oct. 30, in the Fine and Performing Arts Center.

It was 1938 when “The War of the Worlds,” the H.G. Wells story as told by Orson Welles, portrayed breaking news reports of a Martian invasion on Grover’s Mill, N.J., during an evening radio show. Some listeners thought an actual invasion was in progress, leading to panic and mass hysteria.

The re-creation, a joint production of the department of communication, department of stage and screen, Honors College, School of Music and area broadcast professionals, will celebrate the 70th anniversary of the historic radio broadcast. In addition to the stage performance, the production will be broadcast live by WWNC-AM in Asheville.

Western’s production will begin with preshow music from “The Hit Parade” of 1938. No one will be admitted after 7:30 p.m. because of the live broadcast over WWNC.

The show will be accurate to the minute and second of the original show, said Don Connelly, head of the communication department and producer of the show. “It was a groundbreaking event showcasing the power of radio and showing how vulnerable the country was at that time,” said Connelly, who spent more than 25 years in managerial and on-air roles before coming to WCU from Clear Channel of Orlando.



Getting ready for the Oct. 30 re-creation of the 1938 radio broadcast of “The War of the Worlds” are, from left, producer Don Connelly, head of the communication department; director Steve Carlisle, assistant dean of the Honors College; and musical director Bruce Frazier, the Belk Distinguished Professor of Commercial and Electronic Music.

Directing the show is Steve Carlisle, assistant dean of the Honors College. “This has been a lot of fun working on such a unique project. It feels a lot like the Little Rascals getting together to put a play on in the barn,” said Carlisle, a professional actor for more than 35 years including 25-plus seasons at the Flat Rock Playhouse.

For the show, the stage will be transformed into CBS Studio One, where the Mercury Theater of the Air production of “The War of the Worlds” was staged that night in 1938. Professional stage and screen actors, broadcast faculty members, and current broadcasters and professional voice

talent each will play several characters, just as did the cast in 1938, Connelly said.

The cast includes Terrence Mann, the Phillips Distinguished Professor of Musical Theatre, reprising the role of Professor Pierson made famous by Orson Welles; Peter Savage, visiting instructor of stage and screen; Terry Nienhuis, retired professor of English with a number of years of acting for stage, television and film; and Carlisle and Connelly.

Broadcast professionals from Clear Channel of Asheville – John Anderson, director of creative services, and Aaron D’Innocenzi, on-air personality and a WCU student – will have speaking roles and create sound effects. Nationally recognized voice talent Jeff Laurence also will have several speaking roles.

Bruce Frazier, the Belk Distinguished Professor of Commercial and Electronic Music, and music faculty members will perform as the live CBS orchestra. Former network television studio manager Pat Acheson, assistant professor of communication-broadcasting, will be in charge of lighting and sets. Susan Brown-Strauss, professor of stage and screen who has designed costumes for theaters in the South and Midwest, will coordinate the period costumes.

“We are looking forward to airing the program over WWNC. It is exciting for us and the community to re-create such a historical event in radio history, especially since our station was on the air at the time,” said Brian Hall, WWNC program director.

Tickets are \$5, with proceeds benefiting departmental scholarship funds. For ticket information, call the Fine and Performing Arts Center box office at 227-2479.

New Online Training System Offered for Staff and Faculty

The Division of Information Technology is sponsoring a new online training system for members of the campus community who don’t have time to attend workshops or who prefer self-paced learning.

Located on the Web at <http://onlinetraining.wcu.edu>, the system offers a diverse course list focusing on both soft skills and technology-intensive topics. The courses will work with both Apple and Windows platforms and require no special software to download.

Among the courses available are technological topics such as Office 2007 Suite, Windows Vista and Adobe, and soft-skills courses that focus on subjects such as interviewing techniques, writing for the business professional, time management and decision-making.

All the courses are accessible to students, faculty and staff in their homes, offices and in the residence halls – anywhere a Web connection is available. To log in, faculty and staff members use their WCU e-mail usernames and passwords. Students can log in with their 92-numbers and passwords.

Nearly 400 courses are available through the system, but everyone in the WCU community will start out with the option of choosing from a sampling of courses developed through the professional development needs survey that was completed earlier this year, said Anne Vail, director of client services in the Division of Information Technology.

A full list of the courses available and directions on how to add additional courses are available on IT’s workshops and training page, which can be accessed by visiting the IT Web site, <http://www.wcu.edu/it>, and clicking on “Workshops and Training” in the navigation pane. For more information, contact the IT Services Help Desk at 227-7487.

WCU Moves Toward Agreements with Chinese Universities

Western Carolina is fostering relationships with universities in China with the intent of soon offering students and faculty additional opportunities to study, work and visit in that country.

"China obviously is a big player in the world today, and it's a place we need to understand," Provost Kyle Carter said during an Oct. 2 forum where members of a delegation to China reviewed their trip earlier this year.

According to Lois Petrovich-Mwaniki, director of WCU's international programs and services, the university is working toward signing memorandums of understandings with multiple institutions in China that would allow for student exchanges and faculty visits.

Delegation members in addition to Carter and Petrovich-Mwaniki were Wendy Ford, dean of the College of Arts and Sciences; Ronald Johnson, dean of the College of Business; Robert McMahan, dean of the Kimmel School of Construction Management and Technology; Dan Ostergaard, director of the Institute for the Economy and the Future; and James Z. Zhang, associate professor of electrical engineering and director of graduate studies in the Kimmel School's department of engineering and technology. A consultant, Tang Cai, and adviser, Doryl Jensen, accompanied the Western employees.

The visit spanned two weeks in May and June and covered universities in cities spread across a large portion of the country: Chongqing Technology and Business University in Chongqing; Dalian Polytechnic University in Dalian; Guangxi Normal University in Guilin; Yunnan University in Kunming; Fudan University and East China University of Science and Technology in Shanghai; and Xi'an University of Architecture and Technology in Xi'an.

The campus qualities ranged from inland to coastal, urban and industrial to scenic. "We were looking at universities with an eye toward the quality of life for our students," McMahan said. Ford noted that even campuses in metropolitan settings (Chongqing has a population of 30 million) have sidewalks and landscaping and typically were fenced.

Western Carolina has an active study-abroad program, with 20 students currently studying in Australia, Europe, Japan, Mexico and New Zealand. Sixty-three students from other countries currently study at Western, either as exchange or degree-seeking students, Petrovich-Mwaniki said. China offers its own distinct advantages for faculty and students. "It's a vigorous, active nation on the rise," said McMahan, who throughout his career has spent time in the country. The economy is growing, construction is booming—some say the construction crane is the national bird—the engineering is cutting-edge, the cost of living is affordable, education is a priority, and the population has the resources and desire to engage in the larger world, educators say.

Opportunities for WCU in China will include student and faculty exchanges, faculty visits and faculty-led programs during school breaks. Study in China would be open to all students. Faculty exchanges might happen first among professors of English and



Students relax on the campus of Yunnan University in Kunming.

business because the Chinese often teach those courses in English, Petrovich-Mwaniki said.

The WCU-China cooperation efforts already have produced changes on campus. Zhang has three graduate students from China and Dandan Cao of Chongqing Technology and Business University is spending the academic year as a Chinese instructor in the department of modern foreign languages.

"I think the most important benefit for me is the experience," Cao said in an e-mail. "I can show some Chinese culture to my students, and they can show some culture of the United States to me. We can share a lot of things."

According to Petrovich-Mwaniki, persistence and presence are the keys to building and sustaining relationships with our Chinese counterparts. "Don't just go once, go again and again and again," she said. "I think we have a chance to develop some profound partnerships if we do follow up."

— By JILL INGRAM

Want to learn more?

Department heads and other faculty interested in initiating China projects and programs should contact Lois Petrovich-Mwaniki at lmwaniki@wcu.edu or 227-3433.



Above, crowds gather at a market in Shanghai. At right, Dan Ostergaard, director of the Institute for the Economy and the Future, befriends children in Guilin.



Reporter Calendar

Oct. 20 - Nov. 2



Monday, Oct. 20-Thursday, Oct. 23

Youth swim review – Swim skills for children ages 5 and older. Register at <http://learn.wcu.edu>. 5:45-6:45 p.m. Breese pool. \$. (227-7397)

Tuesday, Oct. 21

Annual School of Art and Design Open House – 10 a.m.-2 p.m. FAPAC. (227-3598)

Weight Loss Tuesdays – Education on diet, exercise and stress management. 12:30 and 5 p.m. (Choose one.) Bird 224. (227-2088)

Spanish/Latin American Film Festival – “Hable con Ella” (subtitled). 7:30 p.m. UC theater. (227-3872)

Catamount Concert Series – “Terrifying Tuesday,” music for Halloween. 8 p.m. RH. (227-7242)

Tuesday, Oct. 21-Thursday, Oct. 23

Theater – Conservatory Showcase. 7:30 p.m. Niggli Theatre. \$. (227-7491)

Wednesday, Oct. 22

Advising day – No classes or faculty meetings. (227-7495)

“2008 History versus Political Science Intellectual Throwdown!” – Debate over thinkers shaping the tenor of our time. 3-5 p.m. Reynolds Hall. (227-7243)

Thursday, Oct. 23

Department Head Conversations – 10:10-11:30 a.m. Multipurpose Room B, UC. (227-3012)

Concert – WCU Percussion Ensemble. 8 p.m. RH. (227-7242)

Friday, Oct. 24

University Club TGIF – For members and their guests. 5 p.m. UClubhouse, Central Drive. \$. (227-3933)

Catamount volleyball – vs. College of Charleston. 7 p.m. RRAC. \$. (227-7338)



Catamount soccer – vs. Chattanooga. 7 p.m. CAC. \$. (227-7338)

Friday, Oct. 24-Saturday, Oct. 25

Movie – “Kung Fu Panda.” 5 p.m. and 9 p.m. UC theater. \$. (227-7479)

Friday, Oct. 24-Sunday, Oct. 26

Family Weekend – Annual event for current and prospective WCU families. (227-2591)

Saturday, Oct. 25

Make a Difference Day – Day of Service at various sites throughout Western North Carolina. (227-2592)

Catamount football – vs. Georgia Southern. 1 p.m. WS/BW. \$. (227-7338)

Catamount volleyball – vs. the Citadel. 7 p.m. RRAC. \$. (227-7338)

Sunday, Oct. 26

Catamount soccer – vs. Samford. Senior Day. 2 p.m. CAC. \$. (227-7338)

Monday, Oct. 27

Hall-O-Ween! – Trick-or-treat event for families. 6-9 p.m. The Village. (227-7303)

Tuesday, Oct. 28

Siren test – Three-minute test of siren system. 12 p.m. (227-7301)

Weight Loss Tuesdays – Education on diet, exercise and stress management. 12:30 and 5 p.m. (Choose one.) Bird 224. (227-2088)

Visiting artist – John Grade, sculptor and installation artist. 4-6 p.m. Room 130, FAPAC. (227-3598)



Catamount Concert Series – Smoky Mountain Brass Quintet. 8 p.m. RH. (227-7242)

Wednesday, Oct. 29

Academic Forum – Focus on the Quality Enhancement Plan. 3:35-5 p.m. UC theater. (227-3012)

KEY: \$—Admission fee; BB—Belk Building; CAC—Catamount Athletic Center; CAT—Center for Applied Technology; CCB—Cordelia Camp Building; CSC—Catamount Softball Complex; FAPAC—Fine and Performing Arts Center; HA—Hoey Auditorium; HFR—H.F. Robinson Administration Building; HL—Hunter Library; HS/CF—Hennon Stadium/Childress Field; MHC—Mountain Heritage Center; NSA—Natural Sciences Auditorium; RH—Recital Hall, Coulter Building; RRAC—Ramsey Regional Activity Center; UC—A.K. Hinds University Center; WS/BW—Whitmire Stadium/Bob Waters Field.

Submissions:

Send news items, calendar notices and address changes to Reporter@email.wcu.edu or *WCU Calendar*, 420 H.F. Robinson Building. Submit items for *The Reporter* calendar at least four weeks prior to the event.

Thursday, Oct. 30

Theater – “The War of the Worlds.” Scholarship fundraiser. 7:30 p.m. FAPAC. \$. (227-2479)

Friday, Oct. 31

University Club TGIF – For members and their guests. 5 p.m. UClubhouse, Central Drive. \$. (227-3933)

Galaxy of Stars Series – “The Blues Brothers Revival.” 7:30 p.m. FAPAC. \$. (227-2479)

Friday, Oct. 31-Saturday, Nov. 1

Movie – “Cloverfield.” 5 p.m. and 9 p.m. UC theater. \$. (227-7479)

NOVEMBER 2008

Saturday, Nov. 1

Catamount football – vs. Chattanooga. Hall of Fame Day. 1 p.m. WS/BW. \$. (227-7338)

EXHIBITS

Fine Art Museum

“Lewis Buck: Beyond the Surface – Life Works in Painting and Assemblage” – A career survey spanning 50 years of the Black Mountain artist’s life. Through Dec. 15.

“Chimera: The Fruits of Labor” – Master of Fine Arts thesis exhibit by Brandon Guthrie. Oct. 28-Nov. 6.

Hours: 10 a.m. to 4 p.m. Tuesdays, Wednesdays and Friday; 10 a.m. to 6 p.m. Thursdays; and 1 to 4 p.m. Saturdays. Donations appreciated. (<http://fapac.wcu.edu> or 227-3591)

Mountain Heritage Center

“The Artistry of Plain-Style Furniture” – 19th century, handmade WNC furniture. Gallery C, through Dec. 15.

“People of One Fire” – Cherokee pottery. Gallery B, through Nov. 16.

Hours: 8 a.m.-5 p.m. Mon.-Fri. and 2-5 p.m. Sun. (www.wcu.edu/mhc or 227-7129)

Hunter Library

Art for the Election Season – Theme of registering and voting. Main level, through Nov. 8. (227-3599)