

the Reporter



News for the Faculty and Staff of Western Carolina University

Event Celebrates Faculty Commitment to Quality Teaching

Educators from as far away as Wisconsin and as close as Cullowhee gather at Western this month to share what they've learned about teaching — from how to use virtual office hours to “Teaching With Your Mouth Shut” to encourage questions.

Presentations will be held in the A.K. Hinds University Center throughout the day Thursday, Feb. 23, as part of Western's second annual Scholarship of Teaching and Learning Faire, which expands this year into a regional event and next year to two days.

“It is my hope that the event will develop into a main national Scholarship of Teaching and Learning conference,” said Alan Altany, a senior fellow with the M.L.Coulter Faculty Center for Excellence in Teaching and Learning.

Scholarship of Teaching and Learning, or SoTL, is an evidence-based approach to developing teaching methods, learning outcomes and forms of assessment that create the best learning experiences possible for students. Through SoTL, faculty members from all disciplines apply their research skills to exploring teaching issues, testing changes and sharing their findings.

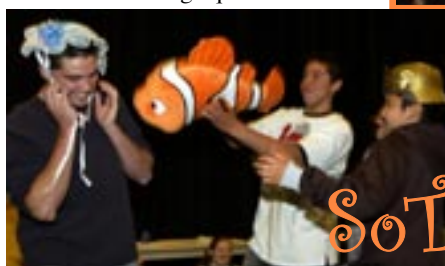
Western faculty will present projects at the SoTL Faire centered on online course development, campus-community partnerships, theatre in education and strategies for engaging online students. Faculty who work outside Western will present projects exploring topics such as gender and learning styles, what students say about how they learn best,

and methods of getting “fast feedback” to improve teaching and learning.

The SoTL-related work of Western faculty members is capturing attention across the nation. For instance, Georgia Hambrecht, associate professor of human services, will present a research project at the SoTL Faire that she recently presented in San Diego. The mission of Hambrecht's project was to incorporate “evidence” in designing a course.

Meanwhile, she already has begun work on a new SoTL project studying what students learn incidentally within a class outside of

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Cherokee Middle School students act out scenarios with Western theatre students during a recent Theatre in Education workshop, an initiative that was part of a project to be presented at the SoTL Faire on Feb. 23.



SoTL Faire

Western Announces New Directors For MBA Program, Selling Center

Two members of the business faculty at Western are starting the new semester in new positions, as Leroy Kauffman, dean of the College of Business, recently appointed directors for the university's Master of Business Administration Program and its Center for Professional Selling and Marketing.



Michael E. Smith



James DeConinck

Michael E. Smith, assistant professor of management and international business, is the new director of Western's MBA program. James DeConinck, professor of marketing, is director of the Center for Professional Selling and Marketing.

A member of the faculty since 2000, Smith teaches strategy and supply chain management at the graduate and undergraduate levels. He has taught supply chain management and operations management classes as a visiting professor at Michigan State University and Portland State University. Smith spent more than 15 years in executive management before turning to teaching and research aimed at promoting business performance through systemic management of inter- and intra-firm relationships.

In his new role, Smith oversees the recruitment and advisement of MBA students, monitors courses, schedules classes in Cullowhee and Asheville, promotes graduate education to area businesses, and builds contacts that can lead to placement of MBA graduates.

DeConinck, who teaches sales management and negotiations, joined the College of Business faculty in 2002. He previously taught at Central Missouri State University and the University of Dayton, and worked for 10 years in private business, including stints as a warehouse supervisor for Sears, an account manager for NCR Corp., and a sales representative and sales manager for a small telecommunications company. DeConinck has provided business consulting and training services to numerous companies.

As director for the Center for Professional Selling and Marketing, DeConinck is responsible for a facility designed to enhance Western's instruction in sales and marketing techniques through a state-of-the-art calling center, video conferencing and other hands-on practical applications for students majoring in business. Beginning operation within the Center for Applied Technology in the fall of 2004, it provides students with real-world business communication and business-to-business selling skills.

Phil Little, former director of the MBA and Master of Accountancy programs, will be continuing as director of the Master of Accountancy program.

—by **Bill Studenc**

SoTL Celebrates Teaching *continued from page 1*

class objectives. "I am trying to quantify that they are, in fact, learning some of these additional concepts," Hambrecht said.

Western's focus on SoTL distinguishes the university from others, said John Habel, associate professor of psychology and faculty fellow.

"At many institutions of higher education, teaching ranks far lower than traditional research as a worthy activity that should be rewarded, but, here at Western, our main focus is on teaching and promoting student learning," Habel said.

SoTL is the guiding principle for the university's faculty center programs including the upcoming faire, a summer institute for teaching and learning, an international e-journal called MountainRise, cross-discipline faculty leaning communities, readers' roundtable, a seminar for new faculty and open classroom circles that encourage instructors to observe each other as they teach.

Faculty members say the programs have helped them bond and build excitement for teaching. Laura Cruz, assistant professor of history, said she found co-authors for articles and collaborators on projects through such programs. "I think the center is the reason why the culture of teaching at WCU is changing to embrace innovative, interesting and diverse methods of teaching," Cruz said.

Altany, who leaves Western in May to take a position as director of the Center for Excellence in Teaching at Georgia Southern University, said he thinks Western has come a long way in incorporating SoTL initiatives in the last four years. Altany says he envisions Western becoming a national model for SoTL and "for the transformation of an academic culture into one where conversations, collaborations, investigations, experimentations, applications and dissemination about teaching and learning form the kind of academic community that attracts and retains the best faculty possible, the kind of place where faculty dream of being."

—by **Teresa Killian**

SoTL Faire

The Scholarship of Teaching and Learning (SoTL) Faire kicks off in Multipurpose Room A of the University Center at 3 p.m. Wednesday, Feb. 22, with a workshop titled "Student Portfolios, Student Learning."

Sessions on Thursday, Feb. 23, begin at 8 a.m. and continue throughout the day. Randy Bass, executive director of the Center of New Designs in Learning and Scholarship and assistant provost for teaching and learning initiatives at Georgetown University, will deliver the keynote address titled "Locating the Scholarship of Teaching and Learning in the 21st Century" at noon in the Grandroom.

For more information, check out www.wcu.edu/facctr/sotlfair.



Laura Cruz



Alan Altany



Randy Bass



Western Presenters at the SoTL Faire

- "Online Course Design That Promotes Higher Level Learning Outcomes"
Sharon Dole and Lisa Bloom
- "Campus-Community Partnerships: Reviving Civic Engagement"
Rey Trevino, Glenda Hensley and Baldwin Sanders
- "Rubrics: Are They Worth the Time to Develop Them?"
Laura E. DeWald, Dixie McGinty, Catherine Carter and Aster Dewanti
- "Theatre in Education: A Model for Teaching, Learning, and Engaged Service"

- Glenda Hensley, Claire Eye, Sara Dodson and students
- "Strategies for Engaging Online Students Actively"
Mitchell Williams, John Lebaron, Irene Mueller, Barbara St. John, Charlene Merritt and Candace Roberts
- "Promoting SoTL by Means of the Institutional Review Board"
John Habel and Christopher Cooper
- "SoTL at Western Carolina University: Course-Based Studies about our Students' Learning"
John Habel and university Faculty Learning Community members
- "Teaching with Your Mouth Shut: Encouraging Inquiry in the College Classroom"
Justin Menickelli and Mary Orr
- "Using Evidence to Support University Teaching Practice"
Georgia Hambrecht
- "Theatre in Education: Cultural Literacy, Diversity, and the Service Spiral"
Glenda Hensley, Claire Eye, Luther Jones, Davy Arch, Jen Carmen, Tracy Mullinax and students

Other Topics on the Table include:

- "Student Usage & Perception of RateMyProfessor.com"
- "Virtual Office Hours: A New Way to Reach Your Students"
- "Gender, Learning Styles and Course Achievement: A Continuing Exploratory Study"
- "Students Speak Out About How They Learn Best"
- "Using Fast Feedback To Improve the Teaching-Learning Process"

Community Service Learning Fair Set For Feb. 24

Ann Von Brock, a member of the board of directors for the N.C. Center for Nonprofits, will give the keynote address as Western holds its inaugural Community Service Learning Fair on Friday, Feb. 24.

Set for 10 a.m. to 3 p.m. in the Grandroom of A.K. Hinds University Center, the fair will bring the university's community partners together with students, faculty and staff to explore new opportunities for service learning. A form of experiential learning that integrates community service and classroom instruction, service learning enhances students' academic development while fostering social and civic responsibility, said Glenn Bowen, director of service learning.

Von Brock has worked in the nonprofit sector since 1976 and is currently vice president of planning and community investment for the United Way of Asheville and Buncombe County. She will speak during a noon luncheon, with her comments focusing on "The Nonprofit Sector's Vital Role in Our Contemporary Society" and "Students and Nonprofits: Pathways to Multi-Dimensional Learning and New Career Concepts."

The fair will include a community service showcase to allow Western's service learning partners to provide information about their organizations and discuss service learning with students, faculty and staff.

Attendance at the fair is free, but a lunch buffet is \$8.50 per person. Lunch will be provided at no charge for Western's community service partners. Lunch reservations are required and may be made by contacting the service learning department at (828) 227-7234 or Vera Guise, service learning faculty fellow, by e-mail at vguise@email.wcu.edu.

WCU FEBRUARY '06 Calendar

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Monday, Feb. 13

Learning for Fun art classes—\$. Adults, 10–11:30 a.m.; middle and high school students, 3:30–5:30 p.m. Room 150, FAPAC. (227-7397)

Phi Beta Delta social—“Experience Chile,” Alejandro Barrientos, international exchange student from Viña del Mar, Chile. 4 p.m. Catamount Room, UC. (227-2175)

MFA artist talk series—Greg McPherson. 4:30 p.m. Room 223, FAPAC. (227-3597)

Catamount basketball—vs. Appalachian State. Southern Conference game. \$. 7 p.m. RRAC. (227-7338)

Black History Month—African-American Health and Wellness Series: “Obesity in the African-American Community.” 7:30 p.m. Multipurpose Room A, UC. (227-2276)

Tuesday, Feb. 14

Breakfast fund-raiser—for Relay for Life. Donate \$1 to receive one breakfast item of choice, or coffee or hot chocolate. Begins 7:30 a.m. Snack Bar, Hunter Library. (227-7307)

Open House—to celebrate first-year anniversary. 10 a.m.–4 p.m. OneStop, Killian Annex. (227-2188)

“Airing of the Quilts” presentation—“Saving Family Textiles: Conservation Techniques,” MHC staff. 12:30 p.m. MHC. (227-7129)

Visiting Scholar lecture and book signing—Jed Perl, art critic and author of “New Art City: Manhattan at Mid-Century.” 6 p.m. Room 130, FAPAC. (227-3591)

Catamount Concert Series—“Songs of Love,” faculty vocal recital. 8 p.m. RH. (227-7242)

Wednesday, Feb. 15– Thursday, Feb. 16

Performance—“The Vagina Monologues.” \$. 7 p.m. Studio Theatre, FAPAC. (227-2479)

Wednesday, Feb. 15

Faculty and staff blood drive—8 a.m.–12:30 p.m. Grandroom, UC. (227-3510)

Lunch—annual chili/baked potato sale sponsored by Psychology Club and Psi Chi. \$. 11 a.m.–1 p.m. Room 347, Killian. (227-7361)

International Phi Beta Delta Brown Bag

Lunch—“Jamaican Education and Teaching in Jamaica as a WCU Faculty Member,” Alvin Proffit. Noon. Second Floor, Hunter Library. (227-2175)

Visiting Scholar gallery talk—Jed Perl, art critic and author. 2 p.m. Fine Art Museum, FAPAC. (227-3591)

Jed Perl



Black History Month—African-American Health and Wellness Series: “Hip-Hop Aerobics: Who Said Exercising Couldn’t Be Fun?” 4 p.m. Reid Gym. (227-2276)

Thursday, Feb. 16

Meeting—Faculty Senate. 3–5 p.m. Room 104, Killian. (227-3966)

Films That Matter—“Mr. Arkadin” (Orson Welles, 1955). 6 p.m. Room 130, FAPAC. (227-2324)

Old Time and Bluegrass Music Jam—7 p.m. MHC. (227-7129)

Friday, Feb. 17

Black History Month—The Crunkest Ski Trip Ever, Part II. Cataloochee Ski Resort. (227-2276)

Concert—U.S. Air Force Heritage of America Concert Band. No admission charge, but tickets required. 7 p.m. Performance Hall, FAPAC. (227-2479)



Saturday, Feb. 18

Open House—for prospective students and their families. 8:30 a.m.–2:30 p.m. UC. (227-3168)

Catamount baseball—vs. Butler. Noon and 3:30 p.m. HS/CF. (227-7338)

Catamount basketball—vs. Elon. Southern Conference game. \$. 7 p.m. RRAC. (227-7338)

Sunday, Feb. 19

Catamount baseball—vs. Butler. Noon. HS/CF. (227-7338)

Lady Catamount softball—vs. South Carolina State. 1:30 p.m. and 3:30 p.m. Catamount Softball Complex. (227-7338)

Monday, Feb. 20

Learning for Fun art classes—\$. Adults, 10–11:30 a.m.; middle and high school students, 3:30–5:30 p.m. Room 150, FAPAC. (227-7397)

MFA artist talk series—Susan Lucier. 4:30 p.m. Room 223, FAPAC. (227-3597)

Presentation—“Ads and the Advertising Industry,” Ken Yarbrough. 5 p.m. Theater, UC. (227-3340)

Lady Catamount basketball—vs. College of Charleston. Southern Conference game. \$. 7 p.m. RRAC. (227-7338)

Tuesday, Feb. 21

“Airing of the Quilts” presentation—“Hard Times in the Mill: Working Lives Past and Present,” Roxanne Newton. 6 p.m. MHC. (227-7129)

Catamount basketball—vs. UNC Greensboro. Southern Conference game. \$. 4 p.m. RRAC. (227-7338)

Black History Month—Multicultural Showcase, featuring student organizations. 9 p.m. Grandroom, UC. (227-2276)

Wednesday, Feb. 22

Lectures, Concerts and Exhibitions Series—Step Afrika, percussive dance ensemble. 7:30 p.m. Performance Hall, FAPAC. (227-7206)

Thursday, Feb. 23

Conference—second annual Scholarship of Teaching & Learning Faire. 9 a.m. UC. (227-3702)



Films That Matter—“On the Waterfront” (Elia Kazan, 1954). 6 p.m. Room 130, FAPAC. (227-2324)

Mountain People Folklife concert—Yusuf Salim Trio. 8 p.m. RH. (227-7129)

Presentation—Marat Moore, author of “Women in the Mines: Stories of Life and Work,” 7 p.m. Showing of film “North Country,” inspired by experiences described in book, \$. 9 p.m. Theater, UC. (227-2627)

EXHIBITS

Fine Art Museum, FAPAC

Tuesday–Saturday, 10 a.m.–4 p.m.. (227-3591 or <http://fapac.wcu.edu>)

Mountain Heritage Center

Mountain Heritage Center hours: 8 a.m.–5 p.m. Monday–Friday. (227-7129 or www.wcu.edu/mhc)

Slideshow Spotlight, MHC

FEBRUARY: “New Threads in Old Patterns” features coverlets and relates the story of the revival of handicrafts in Southern Appalachia.

Key: \$—Admission fee; BB—Belk Building; CAC—Catamount Athletic Center; CAT—Center for Applied Technology; FAPAC—Fine Art Museum; HA—Hoey Auditorium; HFR—H.F. Robinson Administration Building; 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; UOC—University Outreach Center; WS/BW—Whitmore Stadium/Bob Waters Field.

Submissions: Send news items and calendar notices to WCU Calendar, 1601 Ramsey Center, Western Carolina University, Cullowhee, NC 28723 or e-mail to: Reporter@email.wcu.edu. Submit items for the university’s online calendar at least one week prior to the event.

WCU NewsFile

► The board of directors of Pardee Hospital in Hendersonville recently elected **Marcia Caserio**, regional director of educational outreach, as its chair for 2006. Caserio, a member of the board since 2000, previously served as vice chair of the hospital board and chair of the board for Western Carolina Medical Associates, an affiliate of Pardee. Pardee Hospital is a not-for-profit community hospital founded in 1953. The main hospital is licensed for 222 acute care beds and is the second-largest employer in Henderson County.

► **Bob Orr**, associate chief information officer, has been accepted to attend the Frye Leadership Institute this summer in Atlanta. Only about 18 percent of this year's applicants were selected to attend the institute. The purpose of the Frye Leadership Institute is to develop creative leaders to guide and transform academic information services for higher education in the 21st century. The institute seeks to bring to tomorrow's higher education leadership the insights and understanding of the issues that will inform this framework, including academic, technological, economic, public policy, student and constituent-relations dynamics.

► A work by **Robert Godfrey**, professor of art, is on display at the Kent State University

Museum's exhibition "Humanist Art/Symbolic Sites: An Art Forum for the 21st Century." For the exhibition, billed as a show "about the state of being human in the best sense of the world," organizers selected Godfrey's print titled "The Loves Come to Chicken Alley Wedding: Variation," which touches on the common human experience of love and the time-honored ritual of marriage. Continuing through May 14, the exhibit at Kent State is the only American stop on a world tour that began in April 2005 in Guernica, Spain, and continues through November 2007 in Tbilisi, Georgia. Godfrey's print is in the company of internationally renowned works such as Nick Ut's famous Pulitzer Prize-winning photograph "Vietnam Napalm" and Nobel Laureate Gunter Glass' memorable "Tin Drum."

► "Transactional Economics: John Dewey's Ways of Knowing and the Radical Subjectivism of the Austrian School," by **Robert F. Mulligan**, associate professor of business computer information systems and economics, has been accepted by Education and Culture: the Journal of the John Dewey Society. "The Austrian Business Cycle: a Vector Error-correction Model with Commercial and Industrial Loans," has just been published in the Journal of Private Enterprise.

OneStop Service Center to Celebrate Anniversary with Feb. 14 Open House

Western's OneStop Student Service Center will celebrate a heartfelt anniversary on Tuesday, Feb. 14 – Valentine's Day – with a 10 a.m. to 4 p.m. open house marking the center's first year of doing business.

Located on the first floor of Killian Annex, OneStop offers the services of numerous campus offices in one location, including the Financial Aid, Registrar's, Student Accounts, Advising Center, and One Card offices. "Prior to the OneStop, students would have to hike all over campus to get their business taken care of," said Mike Razdrh, OneStop associate director.

The center began operation with two full-time employees and an associate director, and work-study students taking almost all the incoming calls and transferring them to the appropriate person. The Advising Center, a major contributor of human-power for OneStop, had recently hired new employees with limited knowledge about operations, Razdrh said.

"It required training and coordination with all the included offices to try and put out a product that would be appreciated and useful. That product was quality customer service," he said.

The first day of business, the center had 82 student visits and handled 136 calls. Now, OneStop has five full-time employees and over the past year has handled more than 43,000 student visits and 44,000 calls, averaging more than 175 walk-ins and calls each day, Razdrh said.

The Reporter is published by the Office of Public Relations.

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