

Spring 2003

College of Letters and Science

Special Mailings to Alumni Yield Special Results

“**H**ave you thought
about UWM
lately?”

That was the question posed by L&S department chairs and program directors to 22,000 alumni as part of a direct mail fundraising campaign conducted last fall. The concept of the college-wide effort was to have chairs and directors appeal directly to their alumni to support the unit's specific needs.

Using a template created by the Advancement and Public Affairs Office, participating chairs and program directors tailored the solicitation letter to describe the unit's recent activities and its funding “wish list.” Many departments want to increase scholarships for deserving undergraduate students and research opportunities for graduate students. The sciences need to update laboratory equipment. The foreign language programs hope to enhance opportunities for students to study abroad. Math Sciences wants to develop more internships. Urban Studies would like to expand its lecture series. The list of needs is long, varied, and extremely compelling.

And L&S alumni have responded.

With gifts large and small, matched by employers or using payroll deductions, recent graduates and those who completed their degrees long ago are supporting their alma mater. To date, more than \$27,000 has been received – each donation designated for a specific department or program through individual accounts established with the UWM Foundation. The overall response rate is 1.2%, with an average gift size of \$100.

These are excellent results for a first-time effort, and some departments have done extremely well. Chemistry, which has sent a newsletter to its alumni three times since Fall 2001, is at the top of the list with an incredible 3.6% response rate and average gift of \$202. Art History, which also regularly communicates with its alumni and friends, has a response rate of 2.9%. Urban Studies is at 2.8% and Math Sciences is at 2.7%.

Spanish and Portuguese received the very first gift on Nov. 1. Chemistry and Economics both received \$1000 gifts. Econ's \$1000 was from an alum who had never given more than \$30 previously and it was matched by the alum's employer for a total gift of \$2000! Geography received a gift from an alum in Puerto Rico. In fact, gifts have come in from almost every state from New Hampshire to New Mexico.

As important as raising much-needed funds for L&S departments and programs, the alumni direct mail effort enhances communication with our alumni. In its appeal letter, each department and program committed to staying in touch with its alumni through a newsletter, a special Web site, or an electronic newsletter. The Advancement and Public Affairs Office will assist the departments with format ideas and up-to-date mailing lists.

Communication goes two ways, of course, and we are receiving great feedback from alumni – news of promotions, publications and progeny. One alum let us know that he was taking up guitar lessons again. Another started his own music company as a second career. One Political Science alum is now an ordained minister. A 1965 History grad shared news about

IN THIS ISSUE

- Special Mailings
- Black and Gold Committee
- Lapham Hall Renovation
- Retiring Faculty: Joy of Learning
- Faculty and Staff News
- Take a Look!
- Time for a New Direction
- New Faculty and Staff
- UWM-Riverside Partnership
- Professional Writing Certificate
- 2002 Campus Award Recipients
- What Inspires You?
- Center for 21st Century Studies
- Shaping Globalization in Milwaukee
- Breast Cancer Research

his two sons who are also UWM alumni. Several alumni sent personal greetings to favorite faculty members. Many praised the outstanding education they received in the College of Letters and Science.

What's next? Another round of mailings this spring (several departments had reasons to postpone their mailings) and then again next fall to make sure we stay connected with our alumni and let them know how often *we* think of *them*.

Black and Gold Committee to Advise L&S Dean

The College of Letters and Science Black and Gold Committee is focused on students, ensuring they have the opportunities and tools to be successful at UWM. The committee is an offshoot of the UWM Black and Gold Commission, established by the Chancellor to ensure that the quality of the UWM student experience improves as UWM grows in stature as a premier urban research university.

The L&S committee is a representative group of students, faculty, staff and administrators who review the commission's recommendations and determine how

they may best be implemented. It is an advisory committee to Dean G. Richard Meadows on any issues that affect students, including instruction, teaching evaluations, school spirit, job placement and technology. The committee also is free to explore other issues related to improving the learning environment and university experience of L&S undergraduate and graduate students.

The committee meets regularly to discuss the commission's final report and pinpoint issues that apply to L&S, and to explore solutions – quick wins as well as long term — to various roadblocks.

Members also are a sounding board for other College concerns, and will assist the College in assessing the student learning climate and outcomes for the North Central Association accreditation review that will take place in 2004-2005. The committee is a diverse mix of students — graduate and undergraduates as well as alums here for a second degree, faculty, and academic and administrative staff.

Faculty/staff members are Claudia Barreto, Anthony Ciccone, Jennifer DeRoche, Gloria Freschl, G. Richard Meadows, Jennifer McKenzie-Flynn, Tom O'Bryan, Erl Olfe and James Peoples. Student members are Earl Blair, Ewa Ilijewa, Konstantinos Mantzavarakos, Greg Marshall, Megan McCarville, Stephanie Payne, Amanda Snyder, Michelle Wojcik and Chai Yang.



Jessica Koederitz, a Biological Sciences PhD candidate, works in one of the newly constructed laboratories in the Lapham Hall south wing. The interior of the building was demolished to make way for all new teaching and research laboratories and offices.

Retiring Faculty Express Their Joy of Learning

We asked three long-time UWM faculty members, John Boatman, senior lecturer, American Indian and Ethnic Studies, and William Wainwright, distinguished professor, Philosophy, who will retire in May, and Cynthia Sommer, professor, Biological Sciences, already retired, to distill their UWM experience for us.

Cynthia Sommer

Retirement brings forth such interesting questions being asked such as “What has inspired you in your work at UWM?” The answer must be — many people and many opportunities. Most people in academia start with an innate drive and joy for learning that they wish to pass on to their students. I am fortunate to have this drive fueled by a current revolution in the sciences and technology, especially in the area of Biology. The learning and sharing of new ideas in response to the inquiry of students and the interaction with research colleagues was the stimulus for my continued education and research into molecules important in early stage of host defenses.

At the rate new discoveries in the sciences are being developed, I realized early that a teacher can only hope to provide some interest, a process of inquiry, technical skills, and the basic concepts and language of the science – in my case in the areas of Immunology and Microbiology. One of the benefits of academic life is the ability to partake in exciting and varied opportunities that make the process possible. Professional and community activities such as College for Kids, Science Bag, Women in Science and Engineering, NIH, CIC, Sea Grant,



and NSF high school, undergraduate and graduate research opportunities have exposed me to some very bright and capable students who are now fine reflections on UWM.

I am deeply grateful to my many students and colleagues who have traveled with me and made the journey so enjoyable and hope they will take their turn in advancing learning.

William Wainwright

Ivery much enjoy teaching and believe that it is imperative to do it as well as one can. I also think that it is important to actively participate in college, university, and professional committee work, and have actively done so throughout my career.

My primary love is research, however, and I have been fortunate to have been a member of a department which actively encourages it and has supported my own work over the years. My specialty is the philosophy of religion. I have addressed a wide variety of topics in the course of my career—conceptual problems in philosophical theology, mysticism and religious experience, religious epistemology, epistemic and religious problems created by religious diversity, and the philosophical theology of Jonathan Edwards.

While I continue to publish on these and other topics, I am now pursuing two new directions. The first is the relation between religion and morality. (I am currently working on a book on this topic which will be published by Ashgate [England] in 2004.) My second major project is a rethinking of the relation between rhetoric and philosophy, and—in particular—the philosophy of religion. The upshot is that though I will be retiring at the end of the semester, I will continue to be professionally active for the foreseeable future.

In my opinion, it is vital that universities not only transmit knowledge but generate new understanding and new insights. The college has provided me



with an environment in which I could flourish. I sincerely hope that in the years ahead UWM continues to recognize that research lies at the heart of its mission and to actively support it.

John Boatman

It is now late November 2002 and I sit at my computer endeavoring to relate in a meaningful way what has inspired me in my work here at UWM over the past 30 years.

How is it that I, a descendant of the union of American Indian and European (French, Swede and Belgian) ancestors, came to devote 30 years to teaching and academic program administration here at this university?

Prior to coming to UWM in January of 1973, I served in Washington, D.C., as chief of staff to Wisconsin U.S. Congressman Alvin E. O’Konski. I chose to come here rather than accept an offer to join the Nixon Administration as Deputy Undersecretary of Interior.

As I think about this I realize that the primary motivation is in these words of some of my American Indian ancestors: “We do not inherit Earth Mother and her beauty and wonderfulness from our parents or grandparents; rather we borrow Her from our Great Grandchildren.”

That admonition is what has led me to teaching students to take responsibility for ensuring that their grandchildren and great grandchildren can breathe the air and see and smell the flowers and drink the waters and see the birds and animals of our Earth Mother.

In addition I have developed courses, written books and developed academic programs that focus on American Indian and ethnic history, culture and values seen as a sensitive study of what was, in light of what is, as a guide to what can be.



Faculty and Staff News

HUMANITIES

Mike Allen, professor; **Bradley Bloch**, lecturer; and **Jenifer Stanley**, graduate project assistant; all of Communication, coached the UWM mediation team, which finished second to Boston College at the national championships.

Kim Blaeser, associate professor, English, published a poetry collection, "Absentee Indians" (Michigan State University Press).

Cultures and Communities Director

Gregory Jay, professor, English, and senior fellow **Cheryl Ajitutu**, associate professor, Anthropology, were panelists at the Association of American Colleges and Universities' Diversity and Learning Conference. They participated on the "Community Engagement and the Core Curriculum" panel.

Susan Firer, adjunct assistant professor, English, published a collection of poetry, "The Laugh We Make When We Fall" (The Backwaters Press).

John Koethe, professor, Philosophy, published a new book collection of poetry, "North Point North."

Elana Levine, assistant professor, Journalism and Mass Communication, is co-editor of a soon-to-be-published

book of critical essays on the popular "Buffy the Vampire Slayer" television series. The publisher is Duke University Press.

Michael Mikos, professor, Foreign Languages and Linguistics, and academic program director, Language Resource Center, co-authored "The Virgin Mary's Crown. A Bilingual Anthology of Medieval Polish Marian Poetry" (Crakow: Collegium Columbinum, 2002).

Jeffrey Smith, professor, Journalism and Mass Communication, published a book, "Censorship of the Media in War Times" (2002).

Karudapuram Supriya, assistant professor, Communication, published "Shame and Recovery: Mapping Identity in an Asian Women's Shelter" (Peter Lang, 2002).

NATURAL SCIENCES

Jay Beder, associate professor, Mathematical Sciences, received the 2002 Martine D. Meyer Award for Excellence in Undergraduate Teaching from the College of Letters and Science.

Biological Sciences moved into the completely renovated south wing of Lapham Hall, and is recruiting for

seven new faculty members to build new Milwaukee Idea initiative neuroscience and biotechnology programs.

Patrick Brady, assistant professor, Physics, will co-chair the American Physical Society's April 2003 session at which results from the first scientific run of the Laser Interferometric Gravitational-Wave Observatory will be announced. **Jolien Creighton**, assistant professor, will speak at the session.

Mathematical Sciences will present Prof. Harold M. Edwards, New York University Courant Institute, who will deliver the 14th annual Marden Lecture in mathematics March 27, 2003.

Richard O'Malley, professor, and **Eric Key**, associate professor, both of Mathematical Sciences, along with George Alexander of University of Wisconsin-Rock County, received a Curriculum Redesign Grant from the UW System for application of the software known as ALEKS (Assessment and Learning in Knowledge Spaces) to help students place out of remedial math classes.

SOCIAL SCIENCES

Kalman Applbaum, assistant professor, Anthropology, returned from Japan, where he studied how American industry introduces its products to Japanese consumers.

Bettina Arnold, associate professor, Anthropology, and director, Center for Celtic Studies, led a successful *National Geographic*-funded excavation project in Germany, where participants excavated an Iron Age burial mound and recovered 18 graves.

Robert Beck, adjunct associate professor, Political Science, and director of academic technology, Center for International Education, was featured on WUWM, where he discussed the United Nations and its potential role in forcible action against Iraq. He also participated in the "Alternatives to War" panel sponsored by the Institute of World Affairs.

Take a Look!

"A Way with Words," books written and edited by UWM College of Letters and Science Social Sciences faculty, is on display in the Merrill Hall showcases, just outside the first floor lecture hall. In the future, this rotating display also will feature books by Humanities and Natural Sciences faculty. So stop by and take a look!

The books are on loan from the UWM Authors Collection located in Special Collections at the Golda Meir Libraries. The works on display represent recent products of research from the College of Letters and Science. Special Collections holds 1,700 titles by UWM authors. The display is made possible by Max Yela, curator of Special Collections, and his enthusiastic students and staff.

If you have a recent book you'd like displayed, please contact Paula Orth at 229-2947, or phorth@uwm.edu.

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Faculty and Staff News

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Sara Benesh, assistant professor, Political Science, and director, undergraduate studies, published a book, "The U.S. Court of Appeals and the Law of Confessions: Perspectives on the Hierarchy of Justice" (LFB Scholarly Publishing, 2002).

Sandra Braman, associate professor, Communication, received a grant of over \$100,000 from the Ford Foundation for "Media Policy Education: The Gap between Curriculum and Need," a project to analyze higher education curricula and syllabi in the field of media policy across disciplines at 30 key universities.

Joseph Rodriguez, associate professor, History and Urban Studies, and interim chair, Spanish and Portuguese, organized the "Border Cities/Border Cultures" conference, which examined the social and cultural exchanges taking place in border cities.

Daniel Sherman, professor, History, and director, Center for 21st Century Studies, received three national awards for his book, "The Construction of Memory in Interwar France" (University of Chicago Press, 1999). The awards are the J. Russell Major Prize, given annually by the American Historical Association for the best book in French history published in English, the Laurence Wylie Prize, awarded biennially by the Association for French Cultural Studies for the best book in that field, and an Association of American Publishers Award as one of the best scholarly books published in 1999.

Trudy Turner, professor, Anthropology, returned from the University of Pretoria, South Africa, where she set up a long-term research project on the population differences in Vervet monkey life history.

Richard Warren, distinguished professor emeritus, Psychology, received a three-year \$985,469 National Institutes of Health grant for "Mechanisms Underlying Perception of Speech." Publications in press are: a chapter in S. Greenberg's book, "Listening to Speech: An Auditory

Perspective," an article in the Journal of Speech Communication, and a Behavioral and Brain Science Target commentary.

CENTER FOR INTERNATIONAL EDUCATION

Terrence Miller, director, Overseas Programs and Partnerships, was a panelist at the Association of American Colleges and Universities Diversity and Learning Conference. He led the "Home and Abroad: Linking Diversity, Democracy, and Global Justice through the Curriculum" panel.

EDISON INITIATIVE

Nigel Rothfels, director, Edison Initiative, published the book "Savages and Beasts: The Birth of the Modern Zoo" (Johns Hopkins University Press, 2002).

RETIREMENTS

Tommy Alexander, senior lab prep technician, Biological Sciences

Mary Arthur, program assistant 4, Biological Sciences

David Buck, professor, History

continued on page 6

Time for a New Direction

The freshman recipients of the 2002-2003 New Directions Scholarships have a number of things in common. They are all from Wisconsin. They were all inducted into the National Honor Society. They were all at the very top of their high school graduating classes with at least a 3.5 GPA (many have a 3.9 or better). They all have set extremely high standards for themselves and have similarly high aspirations. And they all are at UWM's College of Letters and Science due in no small part to your generous support of the New Directions Scholarship Fund.

Eleven of this year's 21 recipients were their high school's valedictorian or salutatorian. Five plan to go into medicine (one following in the footsteps of her older sister – also a

UWM pre-med student). Four intend to major in psychology. Two are looking at our pre-pharmacy program. Two others will probably pursue degrees in anthropology. One is interested in paleontology. Another in astrophysics.

Without your donation to the New Directions fund last year, these outstanding students – as well as five highly ranked students who transferred to L&S from a UW System college – might have enrolled elsewhere. With your on-going support we can continue to attract this caliber of exceptional student in the fall. Last year, we awarded \$47,000 in scholarships. To compete for the best students this year, we will need to do even better.

It's easy to make a tax-deductible contribution to the New Directions

Scholarship Fund – by check, credit card or payroll deduction. And don't forget, your gift does double duty – it helps us to continue to attract top-notch students and it counts as your donation to UWM Gives to UWM, the University's internal fundraising campaign.

Join many of your L&S colleagues and become a New Directions donor today. For more information, please contact Erl Olfe, assistant dean for Student Academic Services and chair of the New Directions Campaign, at 229-2788, or olfe@uwm.edu, or Julie Carlson, development relations director, at 229-2788, or jbc@uwm.edu. We can send a donor form via US mail, in campus mail, as an electronic pdf file, or you can simply stop by Holton Hall, Room 253, and at your convenience pick one up.

Help us *keep* bringing the best to L&S.

RETIREMENTS

continued from page 5

Frank Charmon, lab prep technician, Geosciences

Clinton Edwards, professor, Geography

Greg Fueger, administrative program

manager, Chemistry

Vivian Gemoll, financial specialist 3, Biological Sciences

Robert Jones, professor, Foreign Languages and Linguistics

Patricia Mellencamp, distinguished professor, Art History

Donald Noel, professor, Sociology
Larry Roscioli, senior student services coordinator, Honors

Julio Rodriguez-Luis, professor, Spanish and Portuguese

Charles Ward, professor, Foreign Languages and Linguistics

New Faculty and Staff

The College of Letters and Science welcomes our new faculty and staff.

HUMANITIES

Gilberto Blasini, assistant professor, English, received his PhD in Critical Studies in Film and Television from the University of California, Los Angeles (2002). He comes to UWM from California State University, Los Angeles, where he was a lecturer in the Communication Studies Department.

Derek Counts, assistant professor, Art History, holds a PhD in classical art and archaeology from Brown University (1998). Most recently, he was a National Endowment for the Humanities Research Fellow at the Cyprus American Archaeological Research Institute, Nicosia, Cyprus.

Kerry Egdorf, lecturer, Communication, earned a PhD in communication from Ohio University (1996). Previously, she was an assistant professor in the Department of Communication Studies at Marquette University.

Maurice Kilwein Guevara, professor, English, holds a PhD in English from UWM (1990). Previously, he served as professor of English at Indiana University of Pennsylvania.

William Keith, associate professor, Communication, holds a PhD in speech communication from the University of Texas at Austin (1986). Most recently, he was an associate professor and a member of the honors faculty at Oregon State University.

Stephen Leeds, professor, Philosophy, earned a PhD in philosophy from the Massachusetts Institute of Technology (1969). He comes to UWM from the University of Colorado, where he was a full professor.

Jennifer Peterson, assistant professor, Communication, holds a PhD in health communication from the University of Illinois Urbana-Champaign (2002). Most recently, she was a graduate teaching assistant of interpersonal communication and a research assistant at the University of Illinois.

Daniel Ryan, instructor, holds an MA in communication from UWM. He returns here from Texas A&M University, where he previously served as a teaching assistant, and is earning his PhD in communication

Graham Smart, assistant professor, English, earned his PhD from the Centre for the Study and Teaching of Writing (Faculty of Education) at McGill University, Montreal (1997). He comes to UWM from Purdue University where he was an assistant professor of English.

Richard Tierney, assistant professor, Philosophy, holds a PhD from the Columbia University Department of Philosophy (1996). Most recently, he was a visiting professor in the Western Michigan University Department of Philosophy.

NATURAL SCIENCES

John Berges, assistant professor,

Biological Sciences, holds a PhD in biological oceanography from the University of British Columbia, Vancouver (1993). He comes to the department from Queen's University, Belfast, Northern Ireland, where he was an assistant professor in aquatic environmental biology.

Jolien Creighton, assistant professor, Physics, earned a PhD in physics from the University of Waterloo, Ontario (1996). He has been a postdoctoral scholar at UWM.

Martha Rasmus, lab manager I, Biological Sciences, earned a BS in biology from Truman State University, Missouri. Most recently, she was a science call staff instructor at Moraine Park Technical College, West Bend. She holds the rank of first lieutenant in the US Army.

Alan Wiseman, assistant professor, Physics, holds a PhD in physics from Washington University, St. Louis (1992). He has been a visiting assistant professor at UWM.

Erica Young, assistant professor, Biological Sciences, earned a PhD in algal ecophysiology from Monash University, Melbourne Australia (1999). Previously, she co-supervised honors postgraduate students in the psychology laboratory at Queen's University, Belfast.

Dexuan Xie, assistant professor, Mathematical Sciences, holds a PhD in applied mathematics from the University of Houston 1995. He comes to UWM from the University of Southern Mississippi, where he was an assistant professor.

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New Faculty and Staff

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SOCIAL SCIENCES

Scott Adams, assistant professor, Economics, earned his PhD in economics at Michigan State University (2000). Previously, he was the Robert Wood Johnson Foundation Scholar in Health Policy Research.

Niloy Bose, assistant professor, Economics, holds a PhD in economics from the Virginia Polytechnic Institute and State University (1995). Previously, he served at the University of Manchester, England.

Sandra Braman, associate professor, Communication, earned a PhD from the University of Minnesota School of Journalism and Mass Communication (1988). She comes to UWM from the University of Alabama, where she was a Reese Phifer Professor of Telecommunication and an associate professor in the Department of Telecommunication and Film.

Christina Ewig, assistant professor, Political Science, holds a PhD in political science from the University of North Carolina at Chapel Hill (2001). Previously, she was a visiting lecturer at the University of Pennsylvania.

Nikolas Heynen, assistant professor, Geography, earned a PhD in geography from Indiana University (2002), where he was an associate instructor with a focus on urban geography.

Douglas Howland, professor, History, earned a PhD in history from The University of Chicago (1989). Previously, he served as associate professor of history at DePaul University. He holds the first David D. Buck Professorship of Chinese History.

William Jones, assistant professor, History, holds a PhD in history from the University of North Carolina, Chapel Hill (2000), where most recently he was an assistant professor

of history and taught such courses as African American History, History of the South, and Urban History.

Anthony Lemelle, Jr., associate professor, Africology, earned a PhD in sociology from the University of California, Berkeley (1984). Previously, he was an associate professor in the Department of Sociology and Anthropology at Purdue University.

Elana Levine, assistant professor, Journalism and Mass Communication, holds a PhD from the University of Wisconsin-Madison Department of Communication Arts (2002) where, previously, she was a lecturer.

James Moyer, Jr., assistant professor, Psychology, earned a PhD in neuroscience/cell biology from Northwestern University (1992). Most recently, he was an associate research scientist at Yale University.

Carl Nightingale, associate professor, History, earned a PhD in history from Princeton University (1992). Before coming to UWM, he was an adjunct visiting professor at the Baldy Center for Law and Social Policy, State University of New York, Buffalo, and visiting professor of history at York University, Toronto.

Matthew McGinty, assistant professor, Economics, earned his PhD from the University of California at Santa Cruz (2002) in international economics. His major fields of concentration include international trade, game theory and environmental economics.

Stephen Meyer, professor, History, holds a PhD in history from Rutgers University (1977). Most recently, he was a professor of history at the University of Wisconsin-Parkside.

Cary Miller, instructor, History, is a PhD candidate at the University of North Carolina (2002), where she held a teaching assistantship. Her area of expertise is Native American history.

Bernard Perley, assistant professor, anthropology, earned his PhD in anthropology from Harvard University (2002). Previously, at Harvard he was

the assistant Wing Tutor in social anthropology and did computer drafting for the Harvard Harappa Archaeological Research Project.

Kent Redding, assistant professor, Sociology, earned a PhD from the Department of Sociology, University of North Carolina at Chapel Hill (1995). Previously, he was an assistant professor in the Department of Sociology at Indiana University.

Joette Rockow, lecturer, Journalism and Mass Communication, holds an MA in Journalism and Mass Communication from UWM. Previously, she served as an ad hoc lecturer at UWM, and as communication and public relations manager for Harley-Davidson Motor Co.

Robert Self, assistant professor, History, earned a PhD in history from the University of Washington (1998). Previously, he served as assistant professor of history and Rackham Fellow, Michigan Society of Fellows, at the University of Michigan.

Daniel Sherman, professor, History, and director of the Center for 21st Century Studies, holds a PhD in history from Yale University (1985). He comes to UWM from Rice University, where he was a professor of French studies and history.

Filip Velesy, assistant professor, Economics, earned a PhD in economics from Purdue University (2002). Previously, he was an instructor at Purdue's Krannert Graduate School of Management.

ADVANCEMENT AND PUBLIC AFFAIRS

Julie Carlson, development relations director, holds a BA in English from Ripon College. She served as UWM associate director of alumni relations, and as public relations director for the Wisconsin State Fair. Her background includes work in publicity/media relations, advertising, market research, direct mail, special events and promotions.

Katherine Deming, program assistant,
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New Faculty and Staff

continued

is currently working toward an education degree with a minor in English.

Sue Slater, grants development manager, holds a BA in English from Alverno College, and did graduate work at UWM. She has experience working for several Milwaukee-area non-profit organizations.

CENTER FOR INTERNATIONAL EDUCATION

Lana Coggeshall, associate administrative specialist, earned a BS in anthropology from Southern Methodist University. Most recently, she was an employment advisor in the International Student and Scholar Services office of the UWM Center for International Education.

David Schmidt, director, International Education Program, holds a PhD from Saint Louis University (1995). Previously, he served as coordinator for

the Yale Center for International and Area Studies.

HONORS PROGRAM

Charles Goodman, Bradley assistant professor, is working on his PhD in philosophy from the University of Michigan, where he previously was a graduate student instructor. He holds a BA in physics from Harvard University.

Robin Wiegert, associate student services coordinator, holds a BA in English from UWM. Previously, she served as an associate advisor in the UWM College of Letters and Science.

STUDENT ACADEMIC SERVICES

Richard Church, advisor, earned an MS in guidance and counseling from the University of Wisconsin-Stout. Most recently, he served as a multicultural specialist at Mid-State Technical College, Wisconsin Rapids.

Vicky Johnson, associate advisor, African American Student Academic Services, holds a BA in Africology from UWM. Previously, she worked as a service coordinator for the Milwaukee County Birth to 3 Program and as a long-term substitute teacher for

Milwaukee Public Schools.

Joel Mixon, advisor, holds a MA from the College of Student Development at Appalachian State University, North Carolina. Previously, he served the UWM Department of Residence Life as a residential program manager.

WUWM

Stephanie Bolweski, associate development specialist, holds a BA in Mass Communication with a broadcast journalism emphasis from UWM. She has worked at radio stations in a wide variety of marketing positions.

Laurie Loomis, associate development specialist, earned a BA from the University of Wisconsin-Madison College of Letters and Science. She's worked at a variety of positions in radio broadcasting.

Susan Matulis, administrative program manager III, holds an MS in urban studies from UWM. She comes to UWM from the University of Wisconsin-Whitewater College of Letters and Science, where she was director of development.

UWM-Riverside Partnership Bridges Digital Divide

You could say that initiation of the UWM Communities and Cultures program, along with The Milwaukee Idea switched on the light bulb that gave William Washabaugh, professor, Anthropology, the idea to create a "Partnership Across the Digital Divide" between UWM and Riverside University High School.

Developed in 2000 by Washabaugh and his wife, Catherine, a Riverside English teacher, the virtual museum project offers UWM anthropology students the opportunity to intern as "teachers" at the high school. "Riverside was an obvious choice, because it's partnered with UWM since 1983 and two of my children went there. Also, working as a team, my wife

and I have built a solid foundation and collaborative relationships that can continue to thrive when we are no longer there," Washabaugh explained.

The virtual museum project began with Washabaugh's freshman seminar museum studies course, "Museums: Gateways to Modern Life," which aims to provide UWM students with the tools and skills they need to critically evaluate and construct virtual, or Web-based, museum exhibits. Students who complete the course may choose to earn credits as student interns, coaching Riverside students as they learn to use computers in their studies. Washabaugh and others knowledgeable in museum studies provide instruction to Riverside teachers, introducing them to the

significance of the virtual museum as a site for educational projects and helping them develop these projects through online exhibits.

This Web-based teaching tool has "enlivened and excited" teachers and students at both institutions, as they recognize the myriad possibilities of teaching with computers, enabling students to "travel" well beyond their school walls, Washabaugh said. "For our UWM students, it's an opportunity to take what they just learned in the classroom and actually teach it to others. It helps them to clarify, sharpen and enrich what they've learned and transforms them into creative coaches.

"It also introduces the high school students to information technology
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Riverside

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and, working with the interns, gives them a better appreciation of UWM as a lively place to go.”

Last semester, the Web page focus was on food, in tandem with the Milwaukee Public Museum’s “Spice of Life” exhibit. UWM freshman created Web pages that focused on flowers, tea, ice cream and salt. For example,

The Virtual Salt Museum (view at www.uwm.edu/People/reginac2) was created by a first-time Web page designer. Learning from their own experience, the UWM interns help the Riverside students create projects that include the study of food through anthropology, literature, geography and history.

In the future, Washabaugh hopes “to create a collaborative triangle with local institutions such as the Milwaukee Public Museum to share

the task of using the Web as an educational tool.”

He added, “We hope all of the students as well as the teachers see that it’s not just the same old stuff – that they come away with the extraordinary realization about the capabilities of the Web and the use of technology to support teaching and learning.”

To learn more about this project, please go to the project Web sites:

www.uwm.edu/~wash/DD.htm and www.uwm.edu/People/wash/Objects/CESset.htm

Professional Writing Certificate

The new Graduate Certificate in Professional Writing and Communication, which will be offered exclusively online beginning in September, was designed for distance-based education. And it required a different way of looking at teaching and learning, according to Bill Van Pelt, associate professor, and Jerry Alred, professor, English.

The Departments of English and Communication are offering the certificate in response to the increasing demand for professional writers and communicators in business, technical communications and many new information technology areas. The courses will give students both theoretical and practical knowledge in professional writing and communication. As an interdisciplinary certificate, the program requires students to take courses from both the Department of Communication and the English Professional Writing Program.

Because all studies are offered on line through Web-based, distance education, students may take the course from any location. Each fast-paced course, Alred says, is designed for students who are self-starters, disciplined, independent, mature and responsible. By taking two or three courses a semester, students may complete the Certificate requirements within one academic year. Many of the

prospective students have fulltime careers and families, so they are looking for a flexible course schedule.

“Students can log on and do course work any time, day or night,” Van Pelt points out. However, it is intensive work; students regularly critique and interact with others in the online classes. “All courses are on Blackboard with online discussion forums, so they must participate,” Van Pelt adds. “It’s well-structured, and they learn how to write with precision and authority, as well as post comments in a professional manner consistent with online etiquette.”

In addition to online courses developed by Communication, Van Pelt, Alred and Rachel Spilka, associate professor, English, also have been piloting online courses, they helped design the new course, and they agree that it’s “more work than a traditional course.”

Students in last fall’s pilot course have offered positive feedback to the faculty. One student wrote: “I really learned a lot about professional writing and the time and effort it takes. I was accepted to a Graduate School Program this week at the Medical College of Wisconsin and will be able to take all I’ve learned with me into that program.”

Another wrote: “I had a lot of fun writing this literature review, so



Bill Van Pelt



Jerry Alred

e-mailing it to you is a very bittersweet experience. On one hand, I’m relieved to be finished, and I feel like I did a good job. On the other hand, I’m sad that

there is no more time to make improvements. Now that I’ve been bitten by the research bug, I think I will definitely have to attend graduate school.”

Developing the course and putting it on line – with syllabi, CD-Roms and audio lectures – has taken almost two years. “You can’t just put the old classroom courses on line,” points out Van Pelt. “because you have to adapt your course materials and instructional design to the new media and the needs of a student-centered, active-learning audience.”

Alred adds, “Everything on the Web has to be precise, so that there are no questions, because one misunderstanding on the Web can create ripples and mass confusion. And pacing is very important – everything becomes critical.”

Initially skeptical about this online course, Alred is now a believer. But he emphasizes that “project assistants were a necessity. We would have been lost without Matthias Jones and Christina Grignon, graduate English students, because you need the help of people who are technical, practical and thoughtful.”

2002 Campus Award Recipients

College of Letters and Science Award recipient

Martine Meyer Award for Excellence in Undergraduate Teaching
Jay Beder, associate professor, Mathematical Sciences

UWM Award Recipients from the College of Letters and Science

Ernest Spaight's Plaza Honoree

Robert Greenler, professor, Physics, UWM Service 1962-1992

William Walters, professor, Physics, and Vice Chancellor, UWM Service 1961-1995

UWM Foundation and Graduate School Research Awards

Fred Helmstetter, associate professor, Psychology

Carol Hirschmuagl, assistant professor, Physics

Faculty Distinguished University Service Award

Cynthia Sommer, Biological Sciences

Undergraduate Teaching Awards

Claudia Barreto, associate professor, Biological Sciences

Lawrence Kuiper, assistant professor, French, Italian and Comparative Literature



William Walters (left) and Robert Greenler

Academic Staff Outstanding Performance Award

Sherry Kulhanek, assistant to the dean, L&S Administration

Represented Classified Staff Outstanding Service Awards

Betty Morgan, program assistant 3, Geography

Award Winners

What Inspires You?



Jay Beder

"I'm inspired by the material I teach, as well as by watching students grow intellectually and knowing I'm an important part of that process."

"Seeing something unexpected for the first time, and then the challenge of unraveling the mysteries behind it — the thrill of the possibility keeps me going."



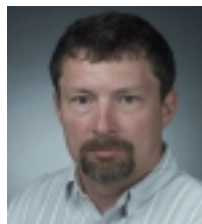
Carol Hirschmuagl



Lawrence Kuiper

"I am inspired by my work because it allows me to explore and improve my own and my students' most crucial and vital skills: communication and the understanding of others that it fosters."

"I've always been interested in understanding how things work. My curiosity about how the brain works inspires me."



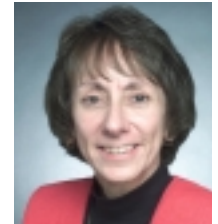
Fred Helmstetter



Claudia Barreto

"My key inspirations to teach to the best of my ability are my passion for scientific discovery, the significance of science literacy, and the satisfaction that comes from seeing my students become liberated through learning."

"I enjoy solving computer-related problems for the people in the College of Letters and Science, and I find inspiration when I complete new programs that work well and that people find useful."



Sherry Kulhanek

Open Forums, Discussions Look to Center's Future

By William Turner, assistant director
Center for 21st Century Studies

The Center for 21st Century Studies welcomed its first new permanent director in twenty years during the fall 2002 semester. The new director, Daniel Sherman, also holds an appointment as a professor of history. His area of research is the cultural history of France from the nineteenth century to the present.

Professor Sherman spent his first semester in residence at UWM consulting with Center constituents about possible future initiatives. The Center conducted open forums to seek suggestions from anyone who could attend. Both open forums generated beneficial, frank discussion about the Center's future.

Sherman has also asked members of the Center Faculty Advisory Committee, and other faculty interested in the Center, to serve on working groups. The three groups are discussing the fellowship and research program, new initiatives, and publications.

Among the ideas discussed in the meetings that will be implemented soon is a long-standing proposal that the Center sponsor ongoing research workshops that bring together faculty and staff from UWM and other local institutions to discuss topics of common interest. The Center issued a call for workshop proposals to begin in the winter-spring semester 2003. Following discussions with the advisory committee and the group on new initiatives, the Center also has been studying the possibilities for securing outside funding for its programs and activities.

"I have been very pleased with the suggestions I have received from Center constituents since my arrival in August. They make clear the vital importance of the Center to the intellectual life of the university," Sherman said. "Re-evaluation and



Daniel Sherman

redirection always require considerable effort, but my colleagues at UWM have made this work enjoyable for me."

After this year's consideration of the theme of "War," including a very successful conference last October on the events and aftermath of 9/11, the Center will devote the next two years (2003-2005) to the theme "Geographies of Difference." More information about the Center program for spring 2003, and about the theme for the following two years, can be found on the Center's Web site, www.uwm.edu/dept/21st.

Shaping Globalization in Milwaukee

By K.E. Supriya, assistant professor, Communication

I recall using the phrase *raison d'être* when I introduced myself to a group of health care professionals in the Covenant Healthcare Corporate Headquarters, West Allis, to characterize the significance of conducting a one-day intercultural training program last fall. The main goal of the program was to provide intercultural communication knowledge and skills to Covenant Healthcare professionals who traveled to several Indian cities to recruit Indian nurses in response to Milwaukee-area nursing shortages. Robert Scott, Covenant human resources director, found me through the Department of Communication Web site while conducting a search on the best way to provide training to his staff in a relatively short time. Covenant's goal was to recruit 300 nurses in all.

During the training program, I combined the principles of self-inventory and cultural immersion within a hybrid model of intercultural communication training. This model combines understanding one's own culture in relation to another culture as the basis of competent and effective intercultural communication. I used training techniques such as role play and critical incidents to cover verbal and non-verbal communication norms in India, gender differences, attitudes toward work, and adaptation of Indian nurses to American life. We addressed

how to manage Indian-American differences through communication. We also brainstormed on the interview questions from the perspective of translation, and discussed the possibility of ongoing research-based collaboration. Also, I incorporated video and music into the training program as a means to evoke the ambience of Indian culture. Another cultural highlight was an Indian lunch for the group from a local restaurant, which turned out to be a sumptuous meal.

In December I read a news column on the nursing shortages — it reported that Covenant recruited 108 Indian nurses. I want to conclude by referring again to my use of the phrase *raison d'être* to the Covenant group. That day when I stood in front of a group of nearly 20 program participants, the power of The Milwaukee Idea and its relation to my own intellectual journey through cultural identity, globalization, and communication came to me in a heady epiphany. I am glad I had an opportunity to plan and deliver the intercultural training program—a small step in shaping the future of globalized work in Milwaukee.



K.E. Supriya

Pycior and Reddy Focus on Breast Cancer Research

By Laura Hunt, UWM Media Relations and Communications

Helena Pycior, professor, History, and Diane Reddy, associate professor, Psychology, are two of seven UWM women who work on breast-related cancer issues at UWM in research and in outreach programs with underserved populations.

Helena Pycior's curiosity about lymphedema, a condition that sometimes develops after breast cancer surgery, began while she was receiving occupational therapy. As a professor of history specializing in math and the sciences, Pycior loves digging for buried information. Now, as a patient, she had a medical mystery laid in her lap. During conversations with occupational therapists she learned what post-mastectomy lymphedema was and also that its treatment seemed curiously absent from American medicine until the 1980s. Formerly called "the elephant arm," lymphedema is a swelling of the arm after breast cancer surgery involving node dissection or radiation. "Some women with lymphedema must endure the assault of the deformity of their arm along with the assault of losing a breast," says Pycior. "It can be psychologically devastating."

Why, then, was the condition so poorly recorded and treated in the United States for most of the 20th century? Why were some cases treated and some not? These questions led her not only to some surprising answers, but also into the history of rehabilitation as a medical specialty.

"Doctors of physical medicine and rehabilitation had worked out ways to deal with it as early as the 1950s, and they made a lot of progress," she says, but the information didn't make it into the medical mainstream. "Rehabilitation medicine was working to establish itself as a medical specialty during this era, but surgeons often saw little or no need for them in breast cancer."

As she continues research into how medical specialties, such as nursing,



Diane Reddy



Helena Pycior

viewed lymphedema, Pycior also begins a new study related to breast cancer this year. As a fellow with the Century for 21st Century Studies, she plans to analyze the use of the "war"

metaphor in describing the experience of breast cancer. Especially interesting to Pycior is the life story of a black lesbian writer who was touched by the disease in the 1970s. Audre Lorde was one of the first women who used the "warrior" metaphor for personal empowerment.

The Best Defense

Slowly and with a serious expression, the woman on the video intervention explained why overcoming fear is the best defense against breast cancer. She was treated for the disease 17 years ago and now is healthy. The reason, she says, in Spanish followed by an English translation, was that she had a mammogram. Produced by Diane Reddy and the UWM Health Psychology Laboratory, the video features ordinary women talking about why they've had a mammogram. Reddy, who researches health issue behaviors, explains, "There are plenty of women out there who will not use the service, even if it's free. We found there were strong psychological issues

holding them back."

In studies conducted between 1997 and 2000, she polled women to find out why they would turn down a free mammogram. She wanted to prove that intervention could make a difference in converting women to the early detection camp. So, she conducted a study of older, ethnically diverse, lower income women in Wisconsin. The study was done with support from the UWM Center for Urban Initiatives and Research. She identified the differences between those who accepted the free mammograms and those who rejected them.

Then, Reddy took her research a step further and singled out the perceived barriers that were exclusive to low-income women, particularly minorities. She found that these women were much more likely to be misinformed about the disease and to know someone who had died of it. Also, they were less knowledgeable about where to get health care and more apt to have had a bad experience with a health care provider.

In the video-intervention, they saw women just like themselves discussing their fears and hearing correct information," says Reddy. "It made a difference. After watching the video, 70 percent of those who hadn't wanted the screenings changed their minds. The message was overwhelming – if it's relevant, health behavior intervention works."

LET US KNOW

If you have story ideas or information to share for a future issue, please contact Paula Orth, Editor, at 229-2947, or e-mail, phorth@uwm.edu.

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