

Cover Story

FOCUS^{EMU}
Online

Oct. 13, 2009 issue

**EMU psychology professor
delves into Freud's
psychodynamic therapy in
new book**

By Amy E. Whitesall



For psychologists like Steven Huprich, an invitation to the International Psychoanalytic Association's research training program is a nice honor, a professional highlight. The 10-day program in London gave Huprich, an Eastern Michigan psychology professor, a chance to talk shop with some of the best-known psychoanalytic researchers in the world.

Then came the unforgettable part — a brush with the best-known psychoanalyst in history.

On the final night of the program, the participants had dinner at the Sigmund Freud home and museum, and then took turns posing for pictures while sitting in Freud's chair and reclining on Freud's couch.

"It was surreal," said Huprich, one of 24 participants from around the world selected for the program.

"Especially when I had a chance to lie on the couch.

What a special opportunity, to occupy that physical space and (to know) all that it had meant."



SO, TELL ME ABOUT IT: Steven Huprich, an EMU psychology professor, sits in the chair while Matti Keinanen, a senior lecturer in psychiatry and clinical psychology with the Finnish Student Health Service, tries out the couch made famous by psychoanalyst Sigmund Freud. Huprich was one of 24 participants from around the world selected to participate in the International Psychoanalytic Association's research training program in London. Part of the 10-day program included dinner at the Sigmund Freud home and museum. Photo by Timothy Keough

The modern psychological and psychiatric communities, Huprich said, don't give Freud the credit he deserves. True, some of his ideas haven't panned out. And because so many of them involved sexuality, they've long carried a whiff of sensationalism.

But, as Huprich outlines in his new book, "Psychodynamic Therapy: Conceptual and Empirical Foundations," (Routledge, 2009), research has shown that when it comes to the unconscious mind and the basic drives and desires that influence human behavior, Freud knew his stuff.

His ideas are at the foundation of what's known as psychodynamic therapy.

"One of the fallacies I wanted to correct (with the book) was that there isn't empirical support (for the psychodynamic model)," Huprich said. "My

hope is that more people treat this perspective with the respect that it deserves. I think it's important that there are people doing brain scan research and finding things that are relevant to this model of the mind."

Psychodynamic therapy is most commonly contrasted with an approach known as cognitive behavior therapy. While the former looks at unconscious influences on behavior as they interfere with relationships, the latter tries to identify and understand irrational thoughts and feelings that are part of behavior patterns.

"There are elements of both that seem to be ingredients of all good treatment," Huprich said.

They share an emphasis on a good relationship between patient and therapist, and both involve the patient reaching a resolution and making a change.

Cognitive behavior therapy works for many, and it's more time-effective - something insurance companies like. But, the improvement doesn't always last. Psychodynamic therapy delves deep, identifying the core conflict and the part of the mind where the problem originated, before finding ways to resolve the problem.

Real change, Huprich said, happens at the psychodynamic level, when you tap into what your brain has been up to when you weren't paying attention.

"Our brain doesn't stop until we're dead," Huprich said.

That's why we can move on, resigned to not remembering that word on the tip of our tongue, only to recall it spontaneously two days later. Unconsciously, the brain never let it go.

By the same token, people will mentally try to relive an event until they master it, Huprich explains. If that event happened when the person was a child and that person never resolved it, they'll adopt repetitive behavior patterns throughout their life as their brain continues to try to work through it. Meanwhile, old conflicts and old desires get played out in present-day relationships. And all of this happens without their realizing it.

Understanding how one situation relates to the other helps the patient look at current relationships and feelings in a new context.

Psychodynamic researchers are a minority in an academic community that's generally more attuned to the cognitive behavior approach. But over the past 10-20 years, Huprich said, they've shown there are some important ideas at the core of psychodynamic treatment.

"I think what's happening is — even people who are skeptics of Freudian theory and Freudian ideas— are starting to recognize that there is something real about the model and the treatment that cannot be left unattended anymore," Huprich said.

Feature

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Parents and Family Weekend offers unique view into campus life

By Lisa Donovan



Families can get a sneak peek into their students' life on campus during Eastern Michigan University's new Parents and Family Weekend Oct. 23-25. Students of all ages are encouraged to bring their families to campus to discover all the educational, recreational and entertainment options that EMU and the surrounding Ypsilanti community have to offer.

"The weekend focuses on connecting in a more rich way with students and parents," said Melissa Ginotti, Campus Life director. "We want to build stronger relationships with the people who are most important to us."

To help faculty and staff make the most of the weekend, Campus Life has designed two special activities. On



A LOOK INSIDE: Parents of EMU students will receive a unique view of campus life during Parents and Family Weekend Oct. 23-25. Activities include classroom experience, an opportunity to visit their children in the workplace and a tailgate for parents.

Friday, Oct. 23, **Take Your Parents to Work Day** will give parents a glimpse of their son or daughter's campus job. On Saturday, Oct. 24, departments can join in the **EMU Family Welcome Tailgate** with a mini-reception. Campus Life will provide participating departments with a dedicated table and free tickets to the tailgate and football game.

A diverse array of campus activities is already scheduled for that weekend. Sports enthusiasts can watch EMU soccer, volleyball and football teams in action. There also are a variety of arts and cultural events on tap, including painting and sculpture exhibits, choir and symphonic band concerts, and several performances of the play, **"A Funny Thing Happened On the Way to the Forum."**

"It's a great opportunity to get your parents here on campus to see what you do every day," said Natalie Young, a senior who is on the Family and Parents Weekend planning committee. "It also helps students stay connected with their parents now that they've (students) moved away from home."

Campus Life also has planned some special events to give participants a taste of students' culinary, academic and entertainment options. On Oct. 23, parents can sample campus cuisine with **Dinner Specials for Parents** at the Eastern Eateries food court. The next day, families can wake up their taste buds with a special **continental breakfast** in the Student Center. While munching on a muffin, parents can mingle and share questions and tips with staff and other parents going through the same experience.

With their brains fueled, parents can head up to the third floor of the Student Center to **"Get Skooled."** Participants can choose from quasi-classroom experiences on a variety of subjects.

"We're offering shorter versions of some classes, with superstar faculty that students love," Ginotti said. "We want parents to feel how inspiring

and interesting our classes are."

"Get Skooled" also will include a resource fair and briefings on topics such as sophomore-year transition, Study Abroad, Greek Life and social media for moms and dads.

After graduating from "Get Skooled," parents can fill out a report card indicating areas where their son or daughter might need some follow-up assistance. Students do not always take the initiative to use campus services when facing challenges such as homesickness or academic pressure, so parent input is invaluable.

"Our goal is to bridge students' family and EMU support systems," said Ginotti. "We hope that students will gain a feeling that their whole support system is on the same page."

A **Campus Tour/Scavenger Hunt** will give families a chance to stretch their legs and explore EMU's campus. Clues delivered via cell phone will take players all over the university grounds.

Next, students and their families are invited to fire up their school spirit at the **EMU Family Welcome Tailgate**. Guests will enjoy great food, music and raffle prizes as they socialize with EMU President Susan Martin, faculty and staff. That should put everyone's cheering voices in great form for the EMU vs. Ball State football game.

On Sunday morning, golf enthusiasts can indulge their passion at the **Eagle Crest Golf Course**. What better way to enjoy the fall colors than by hitting the fairways for nine or 18 holes.

"We want everyone to have fun and see EMU at its best," said Ginotti.

The Parents and Family Weekend registration fee of \$20 per person (\$26 per person if registered after Oct. 9) includes Friday dinner, Saturday continental breakfast, "Get Skooled", tailgate luncheon and one admission ticket to the EMU football game. To register or get more information, visit www.emich.edu/campuslife/parentsweekend/ or call Melissa Ginotti, Campus Life director, at (734) 487-2268.

Feature

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Oct. 13, 2009 issue
**Princeton Review
 names EMU's
 College of Business
 one of nation's best
 for sixth
 consecutive year**

By Pamela Young

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The Princeton Review has named Eastern Michigan University's College of Business (COB) one of the nation's most outstanding business schools for the sixth consecutive year.

The COB is one of 301 business schools, out of more than 1,000 business schools nationally, to be featured in the just-released 2010 guidebook, "Best 301 Business Schools."

"This is our sixth year to be recognized, and the recognition shows that the College of Business continues to have programs that meet the market's needs such as integrated marketing communication and supply chain management," said David Mielke, dean of EMU's College of Business. "We will continue to build on our brand of innovative, applied and global, while developing new programs."

"The Best 301 Business Schools: 2010 Edition" has two-page profiles of each school with a summary about academics, student life and admissions, plus ratings for academics, selectivity and career placement services.

"We chose the 301 business schools based on our opinion of their academic programs and offerings, as well as our review of institutional data collected from the schools," said Robert Franek, senior vice president-publishing, at the Princeton Review. "We also strongly considered the candid opinions of students attending the schools, who rate and report on their campus experiences on our survey for the book."

The Review's 80-question survey for the book asked 19,000 students nationally about themselves, their career plans and their schools' academics, study body and campus life.

Eastern Michigan University student comments included this statement: "The university highly encourages and promotes global/cultural awareness. We have fabulous courses and academic programs abroad to enrich student experiences."

Mielke said he was pleased that the COB's efforts to enrich the student experience and help the business community were recognized.

"Good examples of our successes include Google AdWords classes where our students have helped more than 50 not-for-profits discover new



AMONG THE BEST: For the sixth consecutive year, the Princeton Review named Eastern Michigan University's College of Business among the 301 best in the nation.

audiences and markets for their services," said Mielke." In addition, our Small Business and Technology Development Center, with four offices in Wayne, Oakland and Monroe counties, has helped more than 900 clients and 1,200 people through training programs last year."

Another student wrote: "I feel that the faculty and administration are supportive in every way." Others said they appreciated "the flexibility of the program. Students can either attend part-time or full-time depending on their job responsibilities."

The Princeton Review does not rank schools on a single list or name one business school best overall. Instead, the book has 11 ranking lists of the top 10 business schools in various categories. Ten lists are based on surveys of students attending the profiled schools. Conducted during the 2008-09, 2007-08 and 2006-07 academic years, student surveys were primarily conducted online. One list, "Toughest to Get Into," is based solely on institutional data. The lists are posted at www.PrincetonReview.com.

The book, published by Random House, is available for \$22.99.

Founded in 1964, Eastern Michigan University's College of Business is accredited by The Association to Advance Collegiate Schools of Business International (AACSB) and offers undergraduate and graduate degrees. The college hosts the nation's only Ethos Week each year in March and also is the first to create an "Ethos Statement" and "Ethos Honor Society."

Feature

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Oct. 13, 2009 issue
**EMU to celebrate
 National Day on
 Writing with pizzazz**

By Lisa Donovan

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From quick, 140-character tweets to e-mails, texts, blogs, stories, poems and essays, opportunities abound for us to put our thoughts and ideas in writing. To celebrate the infinite variety of writing vehicles and styles, the National Council of Teachers of English is sponsoring the National Day on Writing Oct. 20. Eastern Michigan University, along with schools, communities and individuals all over the country, will be commemorating the day in their own unique way.

"The idea behind the National Day on Writing is to have writers from all walks of life contribute writing to the National Council's virtual gallery and celebrate the writing that people do all day," said Cathy Fleischer, an EMU professor of English language and literature. Fleischer is co-coordinating the event with Linda Adler-Kassner, a professor in the same department.

Eastern Michigan will join in the celebration in grand style with a full day of engaging writing activities, from 9 a.m. to 4 p.m., in the Student Center Ballroom. Students, faculty, staff and community members are all welcome. Fleischer is expecting as many as 2,000 people to participate in EMU's event. Many instructors have already signed up to bring their classes to National Day on Writing activities. Students in first-year writing classes will experiment with some of the activities as part of a class assignment. Literature classes are planning to adapt some of the activities, such as creating an erasure poem from a piece of literature. This type of poem is created by erasing words from an existing text and arranging the new text into poetry form.



READING GOOD WRITING: Carolyn Morrow, a senior business administration major from Gladstone, Mich., reads a book about Abraham Lincoln in Halle Library recently. Eastern Michigan University will participate in the National Day on Writing Oct. 20. A variety of writing events are planned.

"We hope that everyone will recognize that they're all writers and write all the time," said Fleischer. "We also hope they'll see that writing is fun and feel inspired to write more after the day is done."

To design an enticing array of activities for the day, Fleischer and Adler-Kassner called on the creativity of several groups and individuals, including

the Eastern Michigan Writing Project, 826michigan.org, EMU's Writing Center and Writing Across the Curriculum program, faculty and graduate students.

"Some locations are just submitting writing to the National Gallery, but we decided to make it a big, splashy event," said Fleischer.

Activities include:

- **Writing Marathons:** Writing marathons are occasions for writers to write in a series of locations, experiencing both what inspires them and what happens to their writing when they compose in different contexts. Maps will be available with several routes (long, short, varying stops), along with directions on how to participate. Writers will return to the Student Center Ballroom afterward to share their writing and reflect on their experience.
- **WritingCorps:** Modeled after NPR's StoryCorps, WritingCorps will invite participants to reflect (on audio or video) on a piece of writing that is meaningful to them.
- **Writing Activities:** Stations throughout the Student Center Ballroom will give writers an opportunity to try out some short kinds of fun, lively and engaging writing.
- **Roving Reporters:** Writers will have a chance to check out a Flip video camera and a "press pass." They will have 20 minutes to walk around campus to interview faculty, students and staff about their writing practices.
- **"Passports":** Students will get "Passports" for the day, complete with stamps for the various activities in which they participated and stickers that say, "I wrote at EMU." Learning Beyond the Classroom event credit will be available.
- **National Gallery:** Submissions from the National Day on Writing can be uploaded to the National Gallery of Writing, a virtual gallery of work from across the country. Eastern Michigan will have its own virtual room in this gallery. Any of the writing (and podcasts and videos) that EMU writers produce on this day can be uploaded to this site.

For more information on EMU's National Day on Writing, visit www.emich.edu/ndow/.

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**Fall of Berlin Wall
 discussed as part of
 German-American
 Day on campus**

By Pamela Young



The Eastern Michigan University German Program celebrated its fifth German-American Day, Oct. 7, with a variety of events designed to highlight German culture and activities on campus.

The event featured a program with speakers, a film on the fall of the Berlin Wall and a German dinner with music. The U.S. Congress had designated Oct. 6 as the official day of commemoration to honor German-Americans.

"There are 43 million German-Americans today," said Betsy Morgan, assistant to the dean of the College of Arts and Sciences, during opening remarks at the Student Center Auditorium. "Germans have contributed to music, literature and the sciences such as cell therapy and Freud, and especially chemistry."

Margrit Zinggeler, professor of German, said that this is a special year because of the 60th year of the founding of the German Federal and Democratic Republics, and the 20th year since the Berlin Wall was torn down. Presentations included topics such as Germany and Europe, German for Careers and the benefits of study abroad programs.



RECALLING THE FALL OF THE WALL: Kai Blum (second from left), an EMU lecturer who is originally from East Germany, discusses the fall of the Berlin Wall in 1989. The panel discussion was part of German-American Day on campus Oct. 7.

In her welcoming remarks, Morgan praised both students and faculty for their hard work.

"EMU's German program has exploded under Drs. Carla Damiano and Margrit Zinggeler," said Morgan, former head of foreign languages and bilingual studies, a department now known as world languages.

Other speakers were lecturers Kai Blum, originally from East Germany; and Walburga Zahn, from what was West Germany; gave vivid descriptions of their experiences of the events in 1989.

"Nobody could believe that the East German people could bring down the wall after 40 years of division," Blum said.

Eastern Michigan graduates Jason Fisher and Josh Gartner, both Fulbright Teaching Assistants, talked about teaching English in Germany and Austria. German graduate assistant Kim Kulhanek encouraged students to take risks and study abroad. Several students also talked about their six-week trip to Dusseldorf and Berlin, and how it changed them.

Alumni Josef Moreman ('91) and Amanda Melone, ('07), from the Eaton Corporation, also spoke about how the benefits of studying another language helped them in their jobs. Moreman works in sales for PTC Software, and Melone is with the Eaton Corporation.

Following the remarks, German film clips about the fall of the Berlin Wall were shown. Scenes included demonstrations against the wall and scenes of its destruction, and interviews with East Germans as they entered the west.

The one-day program attracted alumni, area high school teachers and their German students, alumni, German scholarship donors and other guests. Provost Jack Kay greeted an old German-American family friend and stayed for the film documentaries. EMU President Susan Martin addressed the participants at the authentic German dinner that followed the program in the Student Center Ballroom.

Feature

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**Longtime EMU
charter schools
director dies**

By Geoff Larcom

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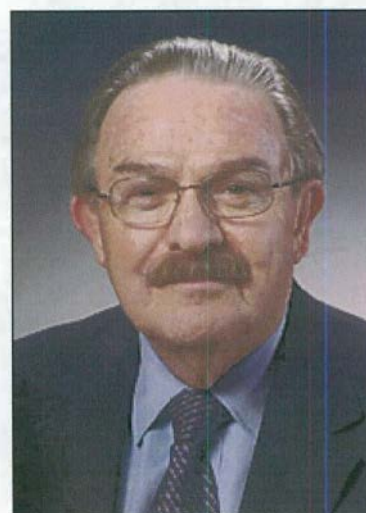
Joseph Pollack, director of the charter school program at Eastern Michigan University since 1997, died Saturday from complications due to Guillain-Barre syndrome. He was 76.

Pollack, a resident of Ann Arbor, was well known and respected around the Ypsilanti community and the EMU campus for his kind, collegial manner along with his wide knowledge of education.

As a former superintendent in a variety of school districts, Pollack knew both educators and legislators. Those relationships, combined with his knowledge of the education process, helped EMU establish a highly reputable charter schools program.

Pollack's perspective and expertise were widely valued at EMU, where he served in a variety of roles and became a confidant and adviser to many.

"Joe Pollack was an outstanding leader of the EMU community and he will be greatly missed," EMU President Sue Martin said. "Joe was an unmistakable presence due to his kind and gentle nature. He was well known across campus for his skillful leadership of our charter schools programs, his overall knowledge about EMU and education in general, and his many accomplishments."



Pollack

Roy Wilbanks, chair of the EMU Board of Regents and a former top administrator at Eastern, said Pollack was foremost an outstanding educator.

"This was exemplified through his leadership as superintendent of the Ypsilanti Public Schools and then later as Eastern's director of charter schools," Wilbanks said. "He also had extraordinary commitment to our area and community, and will be greatly missed."

Malverne Winborne, associate director of charter schools at Eastern, recalled Pollack as an intense, intelligent person who combined that focus with an unassuming manner and an unwavering sense of humor.

"I can never remember a day where he didn't find something to laugh about," Winborne said. "And more importantly, to make us laugh."

Said Art Timko, general manager at WEMU: "Joe was a gentle man, who loved life, loved his family and loved those he worked with in service to EMU and the youth of our area. Those who knew Joe are deeply saddened and are experiencing a great sense of loss both personally and professionally."

Winborne recalled that Pollack was often called upon for advice when tough decisions needed to be made in the charter school world. EMU holds charters to schools located in Detroit, Inkster, Pontiac, Melvindale, Dearborn, Grand Blanc, Southfield and Ann Arbor.

Patricia Walker, an administrative secretary who has worked with Pollack since 2001, called him "capable, kind and caring."

She said Pollack's depth of knowledge in education "surpasses that of anyone I've ever met."

Eastern Michigan called on Pollack during one of the University's most trying times. He served on an advisory committee to help EMU's interim leader, Don Loppnaw, put the University back on track in summer 2007.

Among Pollack's many high-profile education jobs were stints as superintendent of schools in Evanston/Skokie, Ill., Flint and Ypsilanti. He also served as principal of Ann Arbor Pioneer High School and deputy superintendent of Jackson Public Schools.

Before taking over as director of charter schools, Pollack served two years as a university relations consultant for EMU.

He was born in Detroit. He earned his doctorate from the University of Michigan in 1984 and his master's and bachelor's degrees from Wayne State University. He also is a former Fulbright Teaching Grant recipient.

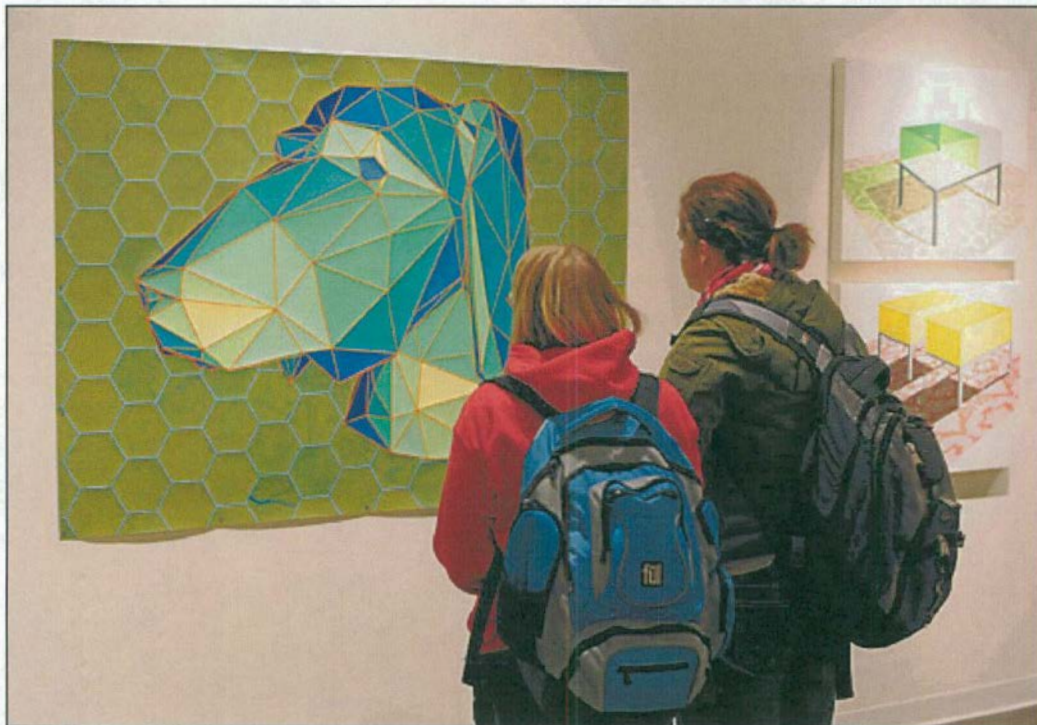
A celebration of Pollack's life will take place Wednesday, Oct. 14, 3 p.m., in Room 310 of the EMU Student Center. A private family ceremony will take place earlier in the day for family members and close friends.

In lieu of flowers, the family asks you make a donation in the name of Dr. Joseph F. Pollack to the Eastern Michigan University Foundation, 1349 South Huron, Ypsilanti Mi. 48197. The number is (734) 484-1322.

Featured Photo

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DOGGONE GOOD ART: (from left) Maggie Turner and Sharon Valascho, both Eastern Michigan University alumni, admire "Mascot," a work constructed of thin sheet polystyrene, tissue paper and tape by Chris Hyndman, an EMU professor of art. The work is part of the "Contemporary Painting" exhibition, which includes the work of local, regional and national artists. The exhibition, free and open to the public, is on display at Ford Gallery through Nov. 5.

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Featured Photo

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GET CONNECTED: Walter Kraft, EMU's vice president for communications, talks about EMU's emergency alert text messaging system during a safety and security forum in the Student Center Oct. 8. Currently, more than 9,000 faculty, staff and students are signed up for the system, which sends text message warnings to cell phones in case of campus emergencies.

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EMU by the numbers

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A large part of Eastern Michigan University's H1N1 Flu Prevention Plan has included distributing pertinent information about the H1N1 virus and how to avoid getting it. (below) Diana Taylor, a nurse in Snow Health Center, administers a seasonal flu shot to Stephanie Tandy, senior secretary in counseling and psychological services. The H1N1 Flu Mist and vaccine are expected to arrive at Snow Health Center later this month. Some key numbers relative to EMU's prevention plan are as follows:

E-mailed informational letters to **23,000** students

Letters handed out to parents of all incoming undergraduate students **4,667**

Small bottle of hand sanitizers with informational flyer distributed to entering first-year students **2,500**

Question-and-answer information packet e-mailed to all faculty and staff Nearly **2,400**

Posters on proper hand washing and proper use of hand sanitizer posted in bathrooms of campus buildings **300**

Swine flu kits prepared for students who become ill **100**



Source: Ellen Gold, Director, University Health Services

News Briefs

FOCUS EMU

Online

The following are news briefs about important activities and events happening at Eastern Michigan University.

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News Briefs

By Ron Podell

- ElderQuest Conference
- Associate VP for Student Affairs and Enrollment Management open forums
- Thriller Madness
- Club Halle initiative
- EMU Open Enrollment and Flexible Spending Account
- Open Enrollment for Short-Term Disability
- Jay-Z in concert at Convo center
- Teaching Excellence Awards
- Distinguished Faculty Award nominations sought

• ElderQuest Conference:

EMU ElderQuest continues to host its inaugural Elder Week conference on issues that relate to



SENIOR ISSUES: EMU ElderQuest continues to host its inaugural Elder Week conference on issues that relate to senior citizens Oct. 13-14, in the Student Center.

senior citizens, Tuesday, Oct. 13, and Wednesday, Oct. 14, in the Student Center. Speakers include members from various community and professional organizations, such as Elderwise and Catholic Social Services, as well as EMU faculty. Seminars will cover topics such as learning later in life, effects of volunteerism, leisure activities, and images of the elderly in literature, film and comics.

"Our goal is to expand people's awareness of how lives change as they transition into the third major phase of life," said Ian Andrews, director of EMU's Elderquest Program and a professor at EMU. "The focus of these seminars is to inform the public about the current issues that are transpiring with our aging population and to make people aware of the resources available in their community."

Community organizations such as SOS, Elderwise, the EMU Gerontology Program, and Extended Programs and Educational Outreach will provide resource information.

ElderQuest is a non-profit program at EMU designed to provide a welcoming environment for persons 50 years and older and to provide these individuals with an opportunity to fully participate in campus programs and activities.

The ElderQuest program has two primary components. One is to offer one-half tuition and a reduction of fees for anyone over the age of 65. This includes graduate and undergraduate coursework, taken for degree and non-degree purposes, at any of the EMU campuses. The second component of the program offers unique civic engagement opportunities in various campus-based programs and departments.

The conference is free and open to the public. For further information, contact Andrews at iwojcik@emich.edu or 487-0227.

- **Associate VP for Student Affairs and enrollment management open forums:** The campus community is invited to attend open presentations/forums for candidates for associate vice president for student affairs and enrollment management. The schedule is as follows: Robert Seltzer, Special Assistant for Enrollment Management, University of Wisconsin-Madison, Wednesday, Oct. 14, 1:30-2:30 p.m., room 330,

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Student Center; Lisa Shaffer, Director of Student Services, School of Hotel Administration, Cornell University, Thursday, Oct. 15, 1:30-2:30 p.m., room 350, Student Center; and Anthony Jenkins, Dean of Students, University of Houston-Clear Lake, Wednesday, Oct. 21, 1-2 p.m., room 310A, Student Center. For further information, contact Teri Papp, 487-2390.



HOOP THRILLS: The EMU men's and women's basketball teams officially kick off the 2009-2010 hoops season with a "Thriller Madness" event for fans Friday, Oct. 16, 9-11 p.m., Convocation Center.

Thriller Madness: Join the EMU men's and women's basketball teams for "Thriller Madness" Friday, Oct. 16, 9-11 p.m., Convocation Center. Come support your EMU's basketball teams as they tip off the 2009-10 season with a tribute to the King of Pop in "Thriller Madness." Doors open at 9 p.m. and the festivities will include autographs and photos with both teams, a behind-the-scenes tour of the Convocation Center (including team locker rooms), the Eagle Nation 3-point Challenge (open to all fans), and a Michael Jackson impersonation contest. Groups of two or more are encouraged to perform their best Michael

Jackson routine with great prizes for the winners. Interested groups can sign-up by visiting <http://www.emueagles.com/promotions>

- **Club Halle initiative:** Student Government would like to invite faculty and staff to the Late Night Breakfast kickoff for Club Halle, the 24-hour library initiative at 10 p.m. Sunday, Oct. 18. If you are interested in volunteering as a server for the event, please contact Student Government at student.government@emich.edu. More information about the Late Night Breakfast and Club Halle initiative can be found on the Student Government Web page at emich.edu/studentgov



Club Halle

- **EMU Open Enrollment Period and Flexible Spending Account:** Eastern Michigan University's Open Enrollment period is scheduled Oct. 19-30. The "Health Care Options" booklet will be mailed to every benefits-eligible employee's department. This booklet will provide specific information on each of the available health plans. The effective date of any coverage change will be Jan. 1, 2010. For questions, please contact the Benefits Office at 487-3195. Flexible Spending Account (FSA) Open Enrollment is scheduled Oct. 19-30. If you wish to have an FSA for calendar year 2010, you must enroll during this time. FSA's for 2009 will end Dec. 31, 2009. For enrollment information, please contact the Benefits Office at 487-3195.
- **Open enrollment for Short-Term Disability:** The Open Enrollment Period for the Short-Term Disability benefit for CS employees is scheduled Monday, Oct. 19, through Friday, Oct. 30. During this time, clerical/secretarial employees who did not enroll in the Short-Term Disability benefit when initially offered will have the opportunity to enroll, with coverage becoming effective Jan. 1, 2010. Any enrollments will

require a Statement of Health to be completed. CS employees who are interested in this benefit must complete an enrollment application and a Statement of Health. These must be turned in by Oct. 30. There is a cost to the benefit of \$7.58 per month. CS employees who are currently enrolled in the plan need to do nothing. This benefit is administered by MetLife, which offers a dedicated customer response center; a toll free number to initiate claims (1-800-858-6506); seamless transition from Short-Term Disability to Long-Term Disability. Any questions can be directed to either Karyn Jones or the Benefits Office at 487-3195.

- **Jay-Z in concert at Convo Center:** Rapper Jay-Z performs in concert Wednesday, Oct. 21, 8 p.m., Convocation Center. Doors open at 7 p.m. Tickets to see the multiple Grammy Award winner are \$25 with a valid EMU student I.D. Limit two tickets. Tickets for the general public are now on sale, Convocation Center. Tickets are \$75, \$50 or \$35. For tickets, call 487-2282 or go to emutix.com



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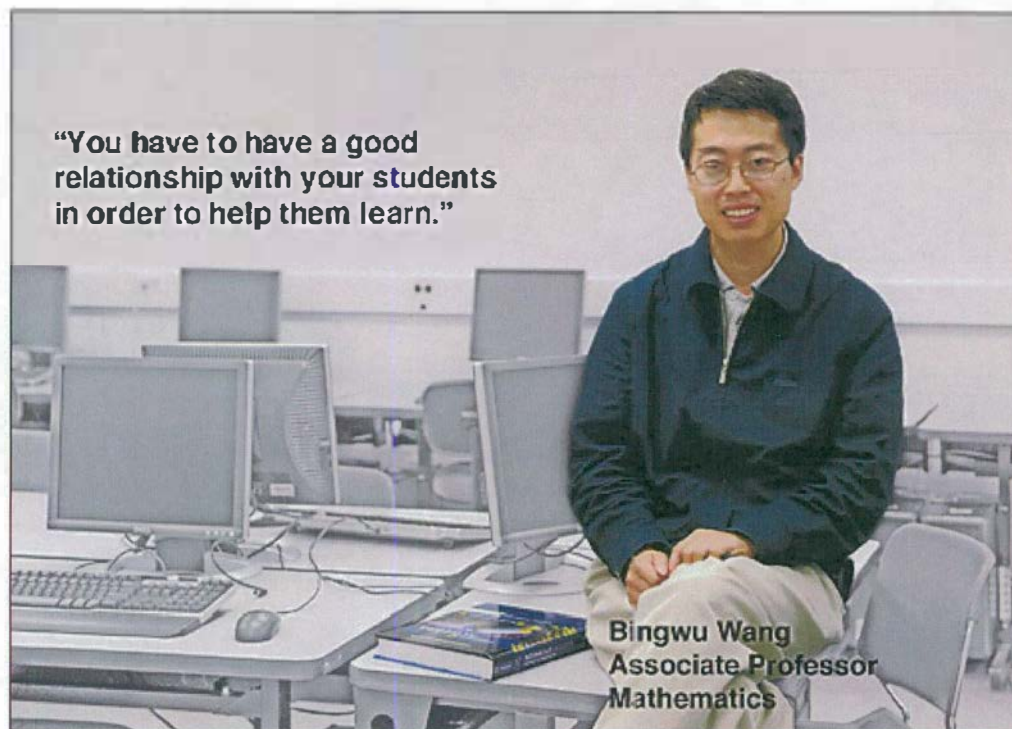
Teaching Excellence Awards: Eastern Michigan University's Alumni Association will partner with MEEMIC Insurance Company and the Krumm Agency, LLC, in celebrating EMU's outstanding professors. The 19th Annual Teaching Excellence Awards will take place Saturday, Oct. 24, 9:30 a.m., in the Student Center Ballroom. This year's recipients are: Pirooz Aghssa, communication, media and theatre arts; Doris Fields, communication, media and theatre arts; Edward I. Sidlow, political science; Shel Levine, health promotion and human performance; Paul T. Majeske, School of Technology Studies; James E. Barott, education leadership; Karen M. Paciorek, teacher education; and Alicia Li, special education. Tickets are \$15 per person or \$8 for students. For tickets, contact the Office for Alumni Relations, 487-0250, or e-mail alumni.relations@emich.edu.

- **Distinguished Faculty Award nominations sought:** Nominations for the 2009 Ron W. Collins Distinguished Faculty Awards are now being sought. These awards give the University community the opportunity to recognize outstanding faculty who excel in their professional academic life. Awards are granted in the categories of: Teaching I, Teaching II, Research I, Research II, Service to the University and Creative Activity. The guidelines, deadlines and nomination forms for the 2009 Ronald W. Collins Distinguished Faculty Awards can be found online at <http://www.emich.edu/public/aa/faculty.html>. Please share this information with the appropriate people and/or committees within your department or area. The awards will be presented at the Faculty Awards Ceremony March 24, 2010. For questions, contact Akosua Dow at adow3@emich.edu or call 487-0889.

Why I teach at Eastern Michigan University

FOCUS EMU
Online

Oct. 13, 2009 issue



Bingwu Wang
Associate Professor
Mathematics

I came to the United States from China in 1997 to pursue a doctorate degree in mathematics at Wayne State University. My research field is variational analysis, which is a rather new branch of mathematics that involves optimal control, optimization, sensitivity analysis and economics.

After graduating in 2002, I began teaching at Eastern Michigan University. I liked this area very much, especially its diverse culture.

When I first joined the math department, I learned a lot from the other faculty. They were mentors to me and now I have the opportunity to return the favor and be a mentor to other new faculty members. We support each other in our teaching and research. Right now, I'm the chair of the pre-calculus course committee. We work together to determine what teaching methods and books work best for the students. I'm also graduate coordinator of the mathematics department.

I have a great relationship with my students. I see them equally. They are my friends and I learn English and other important things from them. Sometimes, I'm their teacher and sometimes they're mine. You have to have a good relationship with your students in order to help them learn.

In my undergraduate and graduate math courses, I want my students to learn math, of course. But, I also want to provide them with the methodology of problem solving and the ability to do reasoning and rigorous thinking. Math is a way of thinking that helps people solve all kinds of problems.

To make learning math more interesting, I have coached EMU's team for the annual William Lowell Putnam Mathematical Competition for the past two years. This is a very famous international competition that takes place on the first Saturday of December on college campuses all over the world. I work with the students in the fall semester to get them ready. Every year, our team obtains satisfactory results. For the last two years, I've also

organized the Math Gems lecture series. I want to provide students with more chances to see the beautiful realm of mathematics. -- *Contributed by Lisa Donovan*

