

# A healthy YOU makes a healthier SVS-U

Your decision to adopt a healthy lifestyle is perhaps the most important choice you will ever make. Whether your goal is weight loss, strength training/fitness, or giving up smoking, you will realize increased energy, higher self-esteem, and an overall improvement in your quality of life.

To promote a healthy lifestyle among SVSU employees, Employment and Compensation Services is sponsoring "Healthy U," an incentive wellness program that includes information and prizes for those who participate in various activities through the end of this year.

Since its inception in 2006, Healthy U has benefitted hundreds who have attended wellness fairs on campus, enjoyed healthy reward-based competitions, exercised in Ryder Center's fitness facilities, and learned about healthy lifestyle options through an e-newsletter.

Participants can register for 2008 workshops and record time spent exercising by logging on at [www.svsu.edu/healthyu/](http://www.svsu.edu/healthyu/).

The 2008 "Healthy U" program focuses on **Education, Prevention and Exercise**, special initiatives – and fun and rewards, too!

## Healthy U Rewards and Awards

**Earn 250 points (bronze): \$50 gift card**

**Earn 500 points (silver): \$75 gift card**

**Earn 750 points (gold): \$100 gift card**

**Earn 1000 points (platinum): \$150 gift card**

Gift cards are available from Fashion Square Mall, Runners, Dicks Sporting Goods, Prime Outlets at Birch Run, Merry Maids, or Your Healthy Balance Massage Therapy. (subject to tax)

## GRAND PRIZE

At the end of the year, the top three employees with the highest cumulative points will earn a cash award (subject to tax)

**First Place: \$1,000 • Second Place: \$750 • Third Place: \$500**

At the end of the program, awards include gift cards to area merchants, along with cash prizes of up to \$1,000.

## Education

A key component to the 2008 Healthy U program is learning more about ways to live and be healthy. Education points are earned through monthly "Lunch and Learn" workshops. Participants can earn 10 points for every session attended. Sessions

include: Heart Health (Feb. 21); Healthy People 2010 (March 20); Managing Your Cholesterol (April 17); Summertime Fitness Activities (May 22); and Stress Management (June 19).

## Prevention

Program participants can earn 500 points by completing a 2008 annual exam by a health care provider, or by completing the American Lung Association's Freedom

From Smoking clinic. Topics include: Orientation/ Thinking about Quitting (Jan. 17); On the Road to Freedom (Jan. 24); Wanting to Quit (Jan. 31); Quit Day (Feb. 5); Winning Strategies (Feb. 7); The New You (Feb. 14); Staying Off (Feb. 21); Celebration (Feb. 28).

Another round of workshops will be made available after Spring Break.

## Exercise

For every 30 minutes of exercise recorded on the log available at [www.svsu.edu/healthyu/](http://www.svsu.edu/healthyu/), participants will receive 5 points.

## Special Incentives/Awards

Three-person teams are competing for a \$500 gift certificate for airline travel by losing the largest percentage of total body weight. Final weigh-in will take place April 4, and the first 30 teams that enrolled in early January receive the additional benefit of working with a personal trainer.

In addition, an on-campus Weight Watchers program coincides with the Weight Loss Challenge. The 12-week program costs each participant \$135, but will be refunded in July if participants attend at least 10 of the 12 weekly meetings, attend at least five of the six "Lunch and Learn" workshops, and earn a minimum of 180 exercise points.

## Find out more

Additional details on the Healthy U program are available by calling ECS at ext. 4108.

## Campus community observes new smoking policy

The University has initiated the following Campus Smoking Policy, which was effective Jan. 1:

**"Smoking is prohibited on campus except in residential parking lots and lettered parking lots. However, in no case can smoking in residential parking lots and lettered parking lots take place within 25 feet of any building."**

Informational signs regarding the Smoke-Free Environment Policy have been installed at various outdoor locations throughout the campus. A map indicating the new smoking/non-smoking areas is available online at [www.svsu.edu/newsevents/index.php?id=4318/](http://www.svsu.edu/newsevents/index.php?id=4318/).

Enforcement of the University's smoking policy has been and is viewed as a responsibility of the campus community. A referral system for reporting violations is outlined in the University Operations Manual ([www.svsu.edu/newsmokingpolicy](http://www.svsu.edu/newsmokingpolicy)).

# Rene Hernandez

Assistant Professor of Health Sciences

Health care. From the presidential campaign trail to the family dinner table, it is a frequent discussion topic. On one point, there is consensus: there's a need for more and better-prepared professionals today and for many years to come.

The health care industry is growing and evolving, and SVSU's curriculum is responding and adapting, according to Rene Hernandez. The assistant professor is heavily involved in developing the new health sciences degree program ... though she won't take credit for the idea. "Other people in this College are more visionary than I am," she quipped.

Hernandez does recognize the value. "This seemed a logical step for a foundational degree," she said. "I think it was really wise to start this kind of program."

Hernandez explained that it differs considerably from traditional health disciplines such as nursing and occupational therapy. "It's a liberal arts-based program, not a professional-track program. It is a broad overview of health science. That includes health systems, both national and international, along with information management, documentation, and legal aspects."

There is cross-over with existing health fields. "Other departments such as occupational therapy and kinesiology use some of the foundation courses, so it is interdisciplinary and a flexible degree in that way."

Hernandez says anyone interested in the program is asked two questions. "Do you want to use this program as a stepping stone for graduate school, or are you already in a health profession and would like a bachelor's degree to strengthen your credentials?" Most students fall in one camp or the other.

Hernandez does not limit herself, also playing a role in the new master's in health leadership program. "The professionals that are working in this community have been longing for a program like this that has a health focus," she said.

Hernandez also works with students in the clinical lab services program (formerly medical technology). "The community came to us," she explained because hospitals and other health care providers "cannot find board-certified medical technologists."

As with any new endeavor, getting the health sciences program off the ground has been difficult at times, but Hernandez says curriculum development appeals to her and she "likes a challenge."

"I try to see only the good things," she said with a chuckle before turning serious. "I don't see how this can fail unless we don't take the time to provide a good, basic foundation."

And with so much at stake and such dedicated people, the prognosis is positive.



# Laine Blasch

Graduate Recruitment Coordinator • January 2008

Universities depend on attracting new students, but there is a world of difference between appealing to a high school senior and a working professional seeking an advanced degree. Laine Blasch coordinates SVSU's graduate recruitment efforts and sees considerable potential.

"There is so much opportunity and there are so many avenues we can take. We have some terrific graduate programs," she said.

Blasch focuses her efforts on identifying target markets and prospective students who would be interested particular programs, and then identifying the tools used to market the programs.

"Our goal is to bring in more prospective students, increase the application rate, increase the enrollment of new and returning students, and from the time they're an applicant to the time they enroll, helping them through the process."

Blasch stresses that her office is only part of that process, and she likes SVSU's set up. "The beauty is that each program has a graduate coordinator and that coordinator is really the advisor for those grad students. They are the best person for a prospective student to speak to about that curriculum."

Blasch also works closely with the Office of International Programs. "The approaches used for working with an

international student are very different than those used for a domestic student," she said.

Michigan's struggling economy is a double-edged sword, according to Blasch. While "uncertainty holds people back" and prevents some from enrolling; for those who are laid off, it "can be like a prime opportunity for them."

In general, Blasch says students want their degree "to get them to a point where they are more marketable."

Away from work, Blasch spends "a lot of time at the ice rink," watching one of her three sons play hockey. She also likes to ski and her family regularly visits the Upper Peninsula. In warmer weather, she likes to garden and golf.

A year and a half into her duties at SVSU, and with 10 years experience in higher education, Blasch says graduate student expectations have changed, especially as they relate to technology. Today's student wants "convenience and a degree they can fit into their life." That is why online courses fill up first.

Ultimately, though, Blasch says most of them have the same motives as anyone seeking education.

"I think the majority would say they want to be challenged and walk away at the end of that degree with confidence, knowledge and pride."



## Professional Profile

- **Cyrus Aryana**, associate professor of mathematical sciences, presented a paper titled "On the existence of eigenvalues of self-adjoint Toeplitz operators associated with representing measures on multiply connected planar regions, II" at the National Joint Mathematics Meetings, American Mathematical Society Session, San Diego, Calif., Jan. 6-9.
- **Mark McCartney**, professor of accounting, has a research paper titled "Evaluating a Fee Structure for a Not-for-Profit Community Foundation: A Case Study on Activity Based Costing" that has been accepted for publication in January 2008 in *Health Service Management Review*. This paper was co-authored by Christopher J. Trudell, an SVSU M.B.A. graduate who now works at Delphi.
- **George Puia**, Dow Chemical Chair in Global Business, had a paper titled "The Effects of Policy Frameworks and Culture On the Regulation of Entrepreneurial Entry" published in the *Journal of Applied Management and Entrepreneurship* (2007, Vol 12, No. 4). The paper was co-authored with William Minnis from Eastern Illinois University.
- **Stephen Taber**, associate professor of biology, has discovered a new insect species. It is a large and colorful fly of the Arizona desert. The finding will be reported in a forthcoming issue of *The Southwestern Entomologist*.

## New Cardinals

- **Jason Swackhamer**, director of Web communications, and his wife Amy had a girl, Ashlinn (6 lbs., 9 oz., 19 in.), Jan. 3.

## Condolences

- To **Marie Rabideau**, coordinator of student conduct programs, on the loss of her father, Robert W. Johnston, who passed away Dec. 25.
- To **Gilberto Velasquez**, delivery clerk, whose wife Susana Velasquez passed away Jan. 7.

## Transitions

For new faculty/staff office numbers, phone extensions, e-mail addresses and other information, see [www.svsu.edu/lookup](http://www.svsu.edu/lookup).

### NEW STAFF

- **Karen Brown** – Associate Professor, Nursing
- **Jim Collins** – Head Football Coach
- **Ellen Herlache** – Research Coordinator, Nursing
- **Dorothy Kitts** – Graduate Student Recruiter
- **Kathy Krull** – Cataloging Assistant I
- **David Nichols** – Instructor of Philosophy
- **Kathy Putman** – Instructor, Nursing
- **Rhonda Ross** – Assistant Professor, Business Law
- **Kyle Shepard** – Assistant Baseball Coach
- **Teresa Stackhouse** – Transcript/Counter Clerk
- **Jack VanHoorelbeke** – Director of Staff Relations
- **Michelle Wegner** – Coordinator Marketing & Membership
- **Matthew Woodbury** – Interim Sports Information/Marketing & Promotions Director



# SVSU Basketball

## COMMUNITY YOUTH DAYS

**Saturday, Feb. 9**  
**SVSU Cardinals vs. Ashland University**  
1 p.m. Women's Game & 3 p.m. Men's Game  
Free Soccer Clinic for Girls and Boys (ages 4-13)  
11 a.m.-12:30 p.m.

**Clinic participants will receive a coupon for a free hot dog and pop during the basketball game, and may participate in halftime promotions**

**Free admission for every clinic participant and family**

**Autograph sessions with SVSU student-athletes**

## PROMOTED/TRANSFERRED/TITLE CHANGE

- **Joni Boye-Beaman** – Assistant Dean, ABS
- **Mary Hedberg** – Dean, ABS

## LEFT/LEAVING

Randy Awrey, Susan Blackhurst, Sabrina Costilla, Ryan Duckworth, Heather Gilbert, Janelle Hemingway, June Stefanko

## Briefly Speaking

- The SVSU Foundation Office is accepting proposals from faculty and staff for SVSU Foundation Resource Grants through Friday, Feb. 1. These grants may be used for projects that directly involve and benefit SVSU students. (Funds are generally available to recipients within 30 days of the application deadline.) To obtain an electronic copy of the guidelines and application materials, visit the new Resource Grant Website at [www.svsu.edu/foundation/resource-grants/](http://www.svsu.edu/foundation/resource-grants/). For more information, contact Emmie Busch at ext. 7025, or at [busch@svsu.edu](mailto:busch@svsu.edu).
- A transcript of President Eric Gilbertson's State of the University address, along with corresponding graphics/slides, are available at [www.svsu.edu/president/pages/2008-state-of-the-university-address.html/](http://www.svsu.edu/president/pages/2008-state-of-the-university-address.html/).
- The 2008 Barstow Lecture will feature Bruce Gronbeck, the A. Craig Baird Distinguished Professor of Public Address at the University of Iowa. His talk, titled "Building a Nation on Blood: Irish Patriots' Justifications of Violence," will take place Thursday, Feb. 14 at 7:30 p.m. in the Rhea Miller Recital Hall. The Barstow Excellence in Teaching Humanities Seminar was created to promote excellence in teaching and recognize scholarship in the humanities.

**The Interior is published on the last Tuesday of each month for faculty and staff at SVSU.** University departments sponsoring activities or events listed in the Interior will provide reasonable accommodations for persons with disabilities when contacted at least three days in advance.

**Tim Inman**

Director of Creative Services  
[tmi@svsu.edu](mailto:tmi@svsu.edu) • (989) 964-4086

**J.J. Boehm**

Director of Media Relations  
[jjboehm@svsu.edu](mailto:jjboehm@svsu.edu) • (989) 964-4055

### Submission Deadline:

**Noon on Wednesday before the publication date.**  
**Please send items by e-mail to: [tmi@svsu.edu](mailto:tmi@svsu.edu).**