Editor’s Corner:

Inside COM Debuts at MSUCOM

by Cathy Kearns

Welcome to the first edition of Inside COM, a newsletter created exclusively for the Michigan State University College of Osteopathic Medicine family.

Inside COM will focus on life in the college — on our programs, and more importantly, on our people.

As we look at the areas of life that make this college unique we will be creating opportunities for each member of the college family to participate.

This newsletter was created to promote the sense of community that is crucial to supporting the college’s mission. By opening dialogue among various groups within the college, we hope to break down barriers and promote understanding of our common goals and objectives.

Each family member has unique gifts that will help us succeed and we want to showcase those talents to our entire community.

To make Inside COM a success story, we need your help.

We need you to tell us about the people in your department that go the extra mile in the course of carrying out their job duties. We need you to tell us about community service events your department is planning. We want to hear about the small and large successes in your department — both professional and personal. And, most importantly, we want to know what makes MSUCOM “home” for you.

I look forward to working with each of you as we work together to make this publication an integral part of life at MSUCOM.

Electronic Communication Expands in College

by Pat Grauer

Computer communication is burgeoning at MSUCOM, and electronic publications are growing rapidly to meet the demand.

MSUCOM “ElectroNews” (published as needed) provides news and information about major college events and people, and the MSUCOM “Calendar” (published weekly) lists upcoming college-related events as much as a year in advance.

In addition, two discussion lists, which allow participants to post their own messages, are now operating. The MSUCOM Freeboard is for informal announcements, discussions of mutual interest, notes of appreciation, etc. In addition, there is a group discussion about the World Web Wide at MSUCOM.

To subscribe to these publications or lists, please send an e-mail message to:

majordomo@com.msu.edu

Include in each message only one of the following lines, with no other text:

subscribe com-electronews
subscribe com-calendar
subscribe com-board
subscribe com-web

Conclude each message with the word end typed on a separate line.

MSUCOM Web pages will move from prototype to full unveiling on Nov. 25. They’ll grow and change weekly as new information is developed for access. Watch for further information.

Questions? Contact Pat Grauer, editor of electronic publications, at grauer@com.msu.edu or 355-9261.

Share the News

Something interesting happening in your department? Call us so we can include your department’s news in Inside COM.

Call MSUCOM Media Relations at 353-0616. You can reach us by fax at 353-9862 or by e-mail at kearnsc@com.msu.edu.

News items also may be dropped off in A314 East Fee Hall.
College and MAOP&S Join Arms in Service

Representatives of MSUCOM and the Michigan Association of Osteopathic Physicians and Surgeons (MAOP&S) marched on city hall and the capitol on Nov. 1.

But these volunteers weren’t protesting a cause, they were there to lend a helping hand.

During the day, more than 400 flu shots were given to legislators and their staff members, and to Lansing officials and their key staff.

As well as providing a community service, the event helped raise the visibility of MSUCOM, MAOP&S and the osteopathic profession.

The serum was provided by MAOP&S and the organizational aspects of the event were handled by the college.

Volunteers included Lynn Brumm, DO; Amy Blasen, DO; Bernie Kay, DO; Kris Jacobs, RN; Deb Leisure, RN; Carol Monson, DO; and Donald Stanton, DO.

Sandy Kilbourn was available to offer moral support to those officials who were somewhat reluctant to get in line.

Community service has long been a cornerstone of the MSUCOM tradition of excellence. On Nov. 1, MSUCOM and the MAOP&S joined forces to provide flu immunizations for Michigan legislators and City of Lansing officials. Here, Carol Monson, DO, (right) gets ready to give Rep. Joe Young a dose of protection.

Photo by Sandy Kilbourn

Holiday Project Benefits Families in Need

by John Hill

Helping others is a natural instinct for most people during the holiday season.

This year, the MSUCOM dean’s office will continue its tradition of helping others by participating in the Salvation Army’s Christmas Adopt-A-Family program.

Karen Allemier, an administrative assistant for the business office, is coordinating this year’s participation.

The three families who will be sponsored by MSUCOM this year include an elderly couple, a single-parent family and a family with four children.

Detailed information about the families’ needs will be available in the next couple of weeks, she added.

“The goal is to provide the families with breakfast and Christmas dinner along with candy and small gifts for the children,” Allemier said.

Each year the college has gone far beyond this goal, Allemier said.

“The college has been so generous in the past that we’ve been able to provide gifts for the children and parents ... these people have enough donated items to carry them beyond Christmas,” she added.

The idea of having the college participate in the Adopt-A-Family program was initiated by Carol Thomas, executive staff assistant for Dean Allen Jacobs, “I thought it was a good project, it was something good for the college.”

Since the inception of the program donations from the college have been strong.

“Last year we got enough gifts to fill two vans,” Allemier said.

Donations can be dropped off at various sites inside the college including the Student Affairs Office in C-103, the lobby on the third floor of East Fee Hall and the Business Office A-301.

In general, items needed include non-perishable goods and personal gifts. Any cash that is donated will be used to buy perishable items to be given to the families.

Volunteers are always needed to sort items and deliver goods.

Of her involvement with the program Allemier said, “It makes me proud to be a part of this college, and proud of the people I work with.”

For more information, call Allemier at 353-5470, ext. 1.
Statewide Campus System Ready for New Year

Editor’s Note: This is the first of several articles in Inside COM that will talk about the Statewide Campus System as it evolves into a formal entity. Each article will focus on one aspect of the system and will serve as a mechanism to update the college community on the progress of the initiative.

by Cathy Kearns

As 1995 winds down, people begin to look forward to the new year and all of the new beginnings that come with a fresh calendar.

This year, as MSUCOM changes the calendar page to 1996, it has much more to look forward to than different scenes on the new pages.

One of the major projects under way is MSUCOM’s Statewide Campus System initiative, a program that has been slow to pick up steam at some points in time, is finally taking off.

“We anticipate that all of the governance agreements and other documents will be signed and in place by Jan. 1, 1996,” said Allen Jacobs, DO, PhD, acting dean of MSUCOM.

“While we have already been providing educational opportunities for our students across the state, the Statewide Campus System (SCS) initiative formalizes the process and will provide an avenue for us to build stronger partnerships with our affiliated hospitals,” Dr. Jacobs explained.

Philip Greenman, DO, associate dean for MSUCOM, has been working closely with the community hospitals affiliated with MSUCOM in an effort to work out the formal details of agreements that will officially create “the campus without walls.”

“We’ve always had a statewide campus system through which we’ve been affiliated with the community hospitals for clerkships and preceptors,” Dr. Greenman said. “This initiative to create a formal statewide campus is the result of a need identified by the hospitals and by the college to form closer ties.”

Dr. Greenman added, “Because the whole system will be a formal entity, the governance structure will be more consistent, which in turn, will make the education our students receive more consistent in terms of content from training site to training site and from one phase of the process to the next.”

Under the current initiative, the system will be divided into at least three regional campuses, with the possibility of a fourth campus being created around the college’s East Lansing location.

The regions would include a southeast region, a western region and a mid-state region. If the fourth region is established, it will most likely encompass affiliated hospitals within 25 miles of MSUCOM’s campus, Dr. Greenman said.

“Each region will have one person who will coordinate the educational programs in that region and each region will look different than other regions in the system,” he explained.

Michael Opipari, DO, chairman of the board of directors for COGMET, said, “The reason we are all so excited about SCS is that for the first time, we will truly be able to integrate the community physicians into the college and will make them feel like they are part of the college.”

He added, “The sense of community created by SCS is important because the community physicians are responsible for 50 percent of the students’ education. This initiative will provide an educational continuum for the students. Before, each phase of the process had a distinct beginning and ending, oftentimes with no overlap of material. Now, as we continue to build on this process, there will be continuity from one phase of the students’ education to the next.”

TEAMCOM Translates Principles Into Action

by John Hill

People Matter.
A simple concept highlighted as one of MSU “Guiding Principles.”

“People Matter” also is a key criterion that was used to select the recipient of the first MSUCOM Staff Excellence Award.

TEAMCOM was asked to develop an annual award that will be presented to an MSUCOM staff member who exemplifies the University’s guiding principle that “People Matter.”

The staff award committee is seeking nominees who have the following qualities:

• Someone who provides a welcoming atmosphere
• Someone who seeks ways to address the needs of others
• Someone who is courteous and efficient
• Someone who seeks innovative ways to reduce bureaucracy

• Someone who provides a climate of cooperation and
• Someone who is responsive to the public and to all who work and study at the University.

Individuals may be nominated by anyone in the college. The eligible employee groups are APSA, APA and CT.

A selection committee will review the nominations and the award will be presented at the College Award Ceremony that will be announced at a later date.

The committee chairperson, Kim Camp, said, “We encourage people to send nominations in. Right now we only have a few, and having several nominations to chose from will enhance the process.”

Nominations must be turned in to A306 E. Fee Hall, no later than Dec. 15. For more information, call Camp at 353-9714.
Committee Advocates for the Common Good

by Pat Grauer

About two years ago, MSUCOM's Communication and Advocacy Committee (C&A) made a subtle paradigm shift: from providing information to our various stakeholders to building relationships with them.

That change in perspective has had a powerful impact not only on the committee, but on the college itself.

Though the traditional publications and media relations programs have been maintained, the work of the committee has grown to encompass a myriad of activities that bring MSUCOM people — students, faculty, staff, volunteer faculty, participants in the Statewide Campus System, alumni, donors and friends — into community. The group also works to develop positive advocates for the college among these and others, including the university, health organizations, communities, government, business, and others.

The results are sometimes surprisingly tangible. Last spring, for example, C&A was able to solicit more than 250 letters from alumni, students and friends of the college to their state legislators in support of MSU's bid for the $10.4 million technology grant. President McPherson publicly acknowledged MSUCOM's efforts on behalf of the university. MSU received the funding, and MSUCOM's request for funds for computer connections to our hospitals was granted.

The group also plans and implements a wide array of events, publications, and activities.

"We're operating under the assumption that communication and advocacy are the jobs of everyone who is a part of MSUCOM," said Sandy Kilbourn, assistant to the dean and chairperson of the committee. "C&A has allowed us to coordinate our efforts, and to accomplish much more in synergy than we'd ever be able to do in isolation."

The committee includes significant student representation, and representatives from the faculty, media relations, development, the business office, educational technology, community integration, COGMET, alumni and CME, operations, and electronic publication.

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