

INTRODUCING

# Michigan State University-Oakland



Engineering · Liberal Arts · Business · Education

## TO BEGIN WITH A TRADITION

An exciting adventure in education awaits today's young men and women at Michigan State University-Oakland.

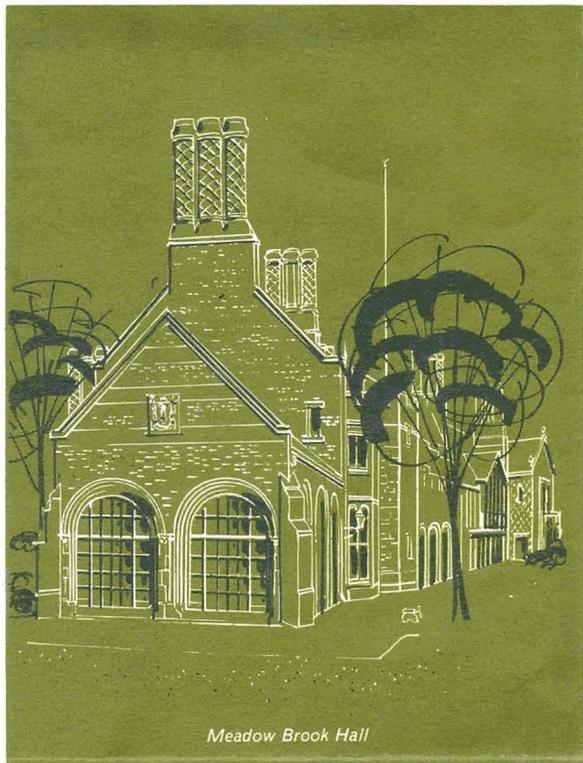
This proud new venture is already endowed with the rich traditions of one of the world's most distinguished estates . . . Meadow Brook Farms. On the grounds is majestic Meadow Brook Hall, a monument to European architecture and culture and American ingenuity. Housed within this manor house are some of the world's most famous paintings, rare books and valuable *objets d'art*.

The estate and a generous cash endowment were given to Michigan State University by Mr. and Mrs. Alfred G. Wilson for the purpose of establishing this new center of learning.

Blending with the rich heritage of Meadow Brook is a fresh approach to academic programs . . . an approach which couples the experiences of yesterday with the challenges of tomorrow. The nation's top authorities in teacher preparation, engineering, business and liberal arts have been enlisted to help plan the curricula for this new college.

We cordially invite you to join with us in making history by participating in this unusual adventure in education.

JOHN A. HANNAH, PRESIDENT, Michigan State University



Meadow Brook Hall

## CURRICULUM AND FACILITIES

Degree programs in Business Administration, Engineering, Liberal Arts and Teacher Education will be offered to students at Michigan State University-Oakland.

These course areas were selected upon the advice of the MSU-O Foundation and as a result of a special study on the needs for post-high school education in this area conducted by Michigan State University.



To determine the best possible curricular organization and presentation, MSU-O officials are holding seminars in each of the four subject-matter areas. The nation's top authorities in each of these fields are meeting with MSU and MSU-O administrators and a special committee of the MSU-O Foundation in program recommendation sessions. From these seminars will come the basic philosophies for the four curriculum areas.

The first academic building, now under construction on the northwest part of the 1,600-acre campus, will contain 39 classrooms, 2 large lecture rooms, 4 elementary and advanced chemistry and physics laboratories, a library, and faculty and administrative offices. A modern Student Center for food service and social activities is being planned and will likely be completed by the fall of 1959.

# AN APPRAISAL BY THE PRESS

The unusual approach to the problems of education being followed in the development of Michigan State University-Oakland has captured the imagination of much of America. Here are typical reactions of the nation's press:

This succulent academic dish was set before six of the country's leading educators last week behind heavy, carved doors in a mansion on a 1,600-acre estate near Detroit, site of the embryonic Oakland branch of Michigan State University. Their deliberations were preceded by a year of consultations among other men hopeful of making this new campus a soundly unique one.

*Newsweek*, September 1, 1958

... last week, MSU took the first step in a program that may deeply affect educational procedures, with ramifications for science and industry as well. In September, 1959, the university will open an entirely new school located roughly 90 miles from its home campus. And for

this new institution — Michigan State University-Oakland — MSU is seeking entirely new curricula in a way that is as noteworthy as the aims.

*Business Week*, August 23, 1958

A utopia of engineering curriculums for Michigan State University-Oakland was envisioned Saturday by some of the top engineering educators in the country.

*The Pontiac Press*, August 18, 1958

Michigan State University took an unusual step today to prepare engineers of tomorrow.

Six of the nation's top engineering educators were brought . . . to discuss and make recommendations for a new curriculum for engineering

students who must be prepared to work with gas turbines, rocket propulsion, atomic power and the still unknown engineering challenges.

*The New York Times*, Aug. 16, 1958

Six prominent educators, leaving classroom traditions and ivy-covered taboos behind, gathered on a palatial estate Saturday to lay the groundwork for a new university with a new look in learning. Their assignment was to reach back thru their years of experience — the successes and the frustrations — and answer this question:

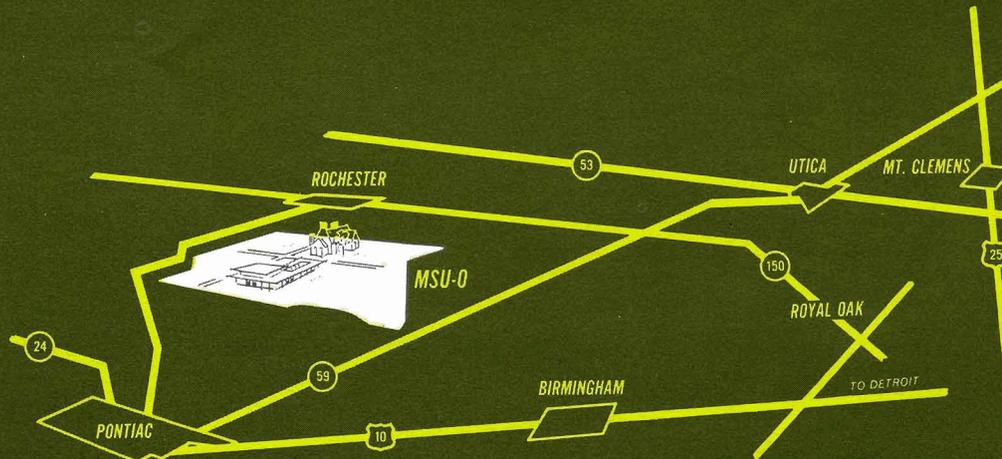
If you were starting from scratch and had the money you needed, how would you set up a university.

*Chicago Tribune*, August 17, 1958



## LOCATION

Michigan State University-Oakland is located between Pontiac and Rochester in southeastern Michigan — midway between the west boundary of Oakland County and the east boundary of Macomb County. This is one of the most rapidly-growing population centers in America. Within a radius of 15 miles of the MSU-O campus, for example, almost 50,000 young men and women between the ages of 18 and 24 now reside. Estimates place this figure at more than 100,000 by 1970.



## FACTS ABOUT Michigan State University- Oakland

- \* Michigan State University-Oakland will open in the fall of 1959 for a freshman class only.
- \* MSU-O will be a four-year undergraduate institution, with graduate programs added as needed.
- \* Degree programs in Business Administration, Engineering, Liberal Arts and Teacher Education will be offered.
- \* The first academic building will contain 39 classrooms, 4 elementary and advanced physics and chemistry laboratories, 2 large lecture rooms, a library and faculty offices.
- \* MSU-O will be a "sister" school to Michigan State University, with its own administration and faculty.
- \* Housing facilities will not be available at present on the MSU-O campus, although in special cases housing may be arranged in the community.
- \* Determination of MSU-O athletic programs, sorority-fraternity activities, school colors, the "alma mater," social events and other extra-curricular activities will be integrated in the total program through the combined efforts of the student body and MSU-O faculty.
- \* Tuition and fees will be \$255 annually.
- \* A limited number of scholarships and student loans will be available.

For further information: *Director of Student Affairs  
Michigan State University-Oakland  
Rochester, Michigan*