

# inside OAKLAND

A newsletter for Oakland University colleagues

## A bridge to the Far East

### How I spent time in China making friends

By Mary Otto  
dean, School of Education and Human Services

**Guiyang, Guizhou Province, Southwest China** August 8, 1997, 8 p.m. Gambay! (bottoms up) cheers the crowd of 100 officials and teachers from the Chinese countryside, nearby school districts and Oakland University.

My OU colleagues are partaking in

the custom of toasting at a banquet. We're drinking shots of Mao Tai, a 90-proof rice liqueur made in Guizhou province.

It's just one of the night's 15 such toasts.

The celebration marks OU's partnership with the province's education commission. Every year, 10-12 volunteer teachers from the China-OU consortium and Oakland County school districts journey to four Guizhou sites; they engage in a rigorous education program with Chinese teachers, preparing them to teach English and other

subjects. In return, the American educators learn about Chinese culture and lifestyles so they may share their knowledge with their students back home.

Guizhou government officials and educators credit OU's Summer English Language Institute as a major force in helping hundreds of the province's students and teachers speak better English.

Gambay is an important Chinese business custom for getting to know visitors.

But this is no American power lunch. It's more like a festive wedding party.

We don't talk about work.

I don't tend to participate in the gambay. A person who's the head of a delegation could be asked to gambay 15 times during a banquet.

The Chinese consider it rude to abstain from a toast. But I take advantage of a loophole in the custom — my colleagues, Jerome Hill CAS '70, Li Ledong and Bill Richardson, are very happy to drink for me. And they do so with grace and humor, which the Chinese respect.

Jerome is an OU visiting assistant professor, Political Science; Li is an OU doctoral student from Guizhou; Opal Redman (another colleague) and Richardson are retired from the public school system

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Mary Otto, dean, School of Education and Human Services, interacts with school children while visiting China last summer.



## breaking NEWS

### OU economics professors analyze job skills needed in Oakland County for the next decade

Oakland University is working on a survey to inform students and schools of jobs available in Oakland County over the next decade.

The study will also include the pay and skills and education required for those positions. Economics Professors Kevin Murphy and Ronald Tracy, School of Business Administration, are working on the survey to help ease the problem of labor force entrants reaching the labor market without the basic skills necessary to find long-term, high-wage employment.

"This problem has always occurred to some degree, but it's worse nowadays because people don't hold jobs as long as they did 20 years ago," Tracy says.

Murphy agrees. "Now with factors such as increased global competition, accelerating technological change, focus on short-term profits, rapid product development and short product life cycle, the long-term nature of the employment relationship has faded," he says. "Employers are much less willing to train an employee who will either be laid off or hired away by a competitor in a few years."

## Professors' book shows how to improve communication

Two Oakland University professors are helping students become better writers by using research on how personality types affect communication.

College of Arts and Sciences Professors Alice Horning, Rhetoric and Linguistics, and Ronald Sudol, Rhetoric, contributed articles to a book, *Understanding Literacy, Personality Preference in Rhetorical and Psycholinguistic Contexts*. The book, which features 11 papers from scholars across the country, helps educators.

"The concepts involved in personality preference derive from the psychology of Carl Jung and are particularly important in educational settings because they play a role in how people interact with others, make decisions and

engage in various intellectual activities," Horning says. "For this reason, writing and other language-related activities like second language learning show the influence of personality type. Understanding students' personality preferences has enabled me to be a better teacher and has enriched my students' understandings of themselves as writers and students. I have also found the concepts discussed in the book helpful in my own writing."

Sudol says the work is

important for teachers to help students find out what their natural tendencies are and to take full advantage of them, while developing the opposite tendencies.

The professors' analysis divides personality into such types as extroverted, introverted, sensing, intuitive, thinking, feeling, judging and

perceiving.

"Various combinations of these types influence our performance in academic tasks," Sudol says. "A judging type makes quick decisions and executes tasks to reach project

conclusion. A disadvantage for this type is she cuts herself off from other ways of approaching the project.

"The perceiving type doesn't like to reach the end of a project; he likes to keep an open mind. But the perceiving types sometimes have trouble finishing a project.

"Professional writers can go outside of their personality type, whereas students are less able to do that. Expert writers are able to shift to nonpreferred strategies when they work on tasks in which they are emotionally involved, for example."

These findings provide insight into how to help student writers become more effective.

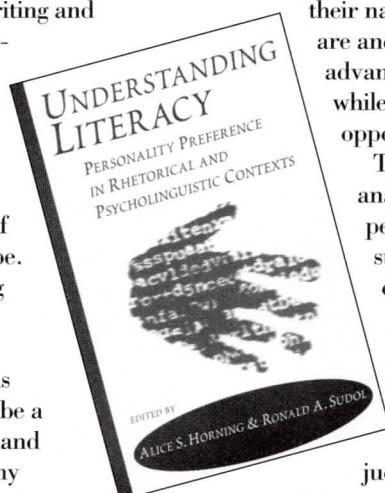
"We have applied this knowledge in the classroom," Sudol says. "It can be applied

in any element of learning."

In the book, Horning covered the way people revise their work. Sudol's chapter is an analysis of the first 12 paragraphs of Dr. Martin Luther King Jr.'s Letter from Birmingham Jail, in which King explains why he felt it was necessary to engage in civil disobedience. King uses various personality types to be rhetorically effective.

"One way to understand the letter's effectiveness is that King adopts a different personality type to link up with different elements of his audience," he says. "I show how he changes his personality appearance."

Hampton Press in Cresskill, New Jersey, published the book last March.





A Bridge to the Far East

Continued from page 1

and are co-directors of the OU-Guizhou summer institute program.

It's our first night in Guiyang, the capital city of Guizhou, which is considered a rural province, even with

Education Commission, and Ms. Zhu Qin, the translator and foreign affairs officer. Li works well with Zhu Qin, a young professional Chinese woman, to ensure that all of our official conversations are accurately recorded.

Guizhou Education Commission

August 9, 8 a.m.

We're negotiating our contract with the Guizhou Education Commission. Schools in the Guizhou co-op with OU — a wonderful opportunity for their teachers to be taught English by English-speaking teachers.

In negotiations over the Guizhou-OU partnership, the Chinese sit on one side of the table and the Americans sit on the other. Because we lead our respective delegations, Mr. Jin and I do the talking. It's a little hard adjusting to these customs. I feel additional pressure because I know that what I say must be precise and reflect the commitments of many OU individuals.

The Chinese are photographing and videotaping me and the other delegates constantly. They have an extreme interest in everything the OU delegation does while we are in China. It feels unusual to be the subject of such intense focus.

Guizhou Finance and Economic Institute

August 9, 12:30 p.m.

Every day we have a banquet at lunch. It's gambay time, again. But during these midday

will appear in the *Encyclopedia of Third World Women*, published by Garland Press, New York. In February, the University of Illinois Press will publish *Women among Women: Anthropological Perspectives on Female Age Hierarchies*, which she co-edited with Jeanette Dickerson-Putman, Indiana University. In addition, the book contains three chapters which Brown co-authored — one with Subbaiah Perla, Mathematical Sciences, and OU alumna Theresa Sarah and a second with alumni Sarah and Denise Pilato and a third with Jeanette Dickerson-Putman. The book is in part a republication of a 1994 special edition of the *Journal of Cross-Cultural Gerontology*.

Brian Dambacher, Michael Gillespie, Suzanne Hanna and Kerro Knox, Meadow Brook Theatre, were honored when their production of *Othello* was invited to perform at the 30th Region III American College Theatre Festival. Five faculty/staff accompanied 26 student actors, designers and playwrights to Indianapolis where *Othello* was performed in its entirety on January 8 and students' work was adjudicated by faculty from the five-state region.

Jane Donahue Eberwein, English, contributed a chapter, *Art, Natures Ape: The Challenge to the Puritan Poet*, to *Poetics in the Poem: Critical Essays on*

MONTH

employee of the February

Employee: Barbara Somerville  
Title: Library Assistant III  
Department: Kresge Library  
Length of Service: 18 Years

Comments: "Barbara has been responsible for keeping up with an enormous, ever-increasing demand for InterLibrary Loan Materials. She is an extremely dedicated worker, gives of herself unselfishly to our clients, and is responsible for her area being highly successful in achieving its mission."

"Barbara is always willing to work on library committees even if it results in more work."

"Barbara is always willing to go the extra step to assist all patrons who need materials from other libraries. When others have given up, she finds a location on-line. The same is true when she is working on the reference desk."

affairs, we drink only one toast.

The Chinese don't see two-hour lunches as a waste. They perceive them as an important piece of building relationships and cementing friendships. The lunches are very much about sharing and knowing each other. We don't discuss business. It would be considered offensive to insist on

drinkers for the OU delegation are enjoying themselves. OU faculty and Chinese teachers have begun to share the ways we live our lives. We think of each other as friends. We've begun to know people's spouses and children. We know more about them as people. In America, we tend to say it's unwise to do business with friends. In China, it's the opposite. The Chinese prefer to do business with their friends. They want to work with us because we're their friends.

White Flower Park, Guizhou

August 10, 11 a.m.

Usually the Chinese hand me a grueling schedule for the entire visit. They even schedule sightseeing trips because they're very eager to show off their spectacular, rugged country. Guizhou is on a high plateau. The region is known for its limestone formations, caverns, underground rivers, jagged peaks, dramatic valleys and terraced rice fields. Li is taking the OU delegation to White

Continued on page 3

Mary Otto, center, poses with the Guizhou Education Commission.

Before the banquet

Guiyan airport

August 8, 4:30 p.m.

Several high-level officials from the Guizhou and the Guiyang Education Commissions give us a warm welcome at Guiyang's new international airport.

From the airport, we're whisked to the hotel and then to the welcoming banquet, where the main course is a whole roasted pig, cut into squares for the taking.

In China, there's really no such thing as down time. My typical day runs from 7 a.m. to 10 p.m. The Chinese people take their responsibility for the Oakland delegation very seriously; they want to be sure we attend to business and that we are treated to sightseeing, banquets and structured time to walk around the city parks.

I spend most of my time with Mr. Jin, head of the Guizhou

of distinction

Lettie Alston, Music, Theatre and Dance, has been selected as a national semi-finalist in the annual African-American Composers National Symposium sponsored by Unisys.

Robert Anderson, English, presented a paper at the recent conference of GEMCS (the Group for Early Modern Cultural Studies) called *Godwin and the Labor of Teaching in Romantic Studies*. The conference was held in Chapel Hill, North Carolina, December 4-7.

Judith K. Brown, Sociology and Anthropology, co-chaired and co-organized a session at the 96th Annual Meeting of the American Anthropological Association, Washington, D.C., titled *Women Helping Women: A Cross-Cultural Perspective on Their Cooperative and Supportive Behavior*. Brown also presented a paper, titled *Is There Safety in Numbers: Women's Coalitions and Wife-Beating*. Brown contributed a chapter, *Agitators and Peace-Makers: Cross-Cultural Perspectives on Older Women and the Abuse of Young Wives*, to the published collection titled, *A Cross-Cultural Exploration of Wife Abuse: Problems and Prospects*. The book is edited by Asysan Sev'er of the University of Toronto and the publisher is Edwin Mellen Press, Queenston, Ontario. Brown's contribution,

REGISTER

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DEADLINES

Submit items for publication no later than the 10th of the month before publication

NEXT DEADLINE

February 10

American Self-Reflexive Poetry, published by Peter Land Press. She also served as special editor for a grouping of articles on 19th-century American women authors that appeared in the 1997 volume of *Studies in Puritan American Spirituality*.

Tamara Machmut-Jhashi, Art and Art History, presented a paper at the Annual Conference of AATSEEL (American Association of Teachers of Slavic and East European Languages) in Toronto December 28-29. The paper was titled *Kuzma Petrov-Vodkin's 'Bathing of the Red Horse': A Symbolist Vision of Apocalypse and Renewal*, and was part of a panel session titled *Russian Symbolists: Their Ideas and Their Art*.

David R. Maines, Sociology, published *Interactionism and Practice*, in *Applied Behavioral Science Review: Talking Interactionism: The Intellectual Exchanges at the First SSSI Symposium*, in *Symbolic Interaction: Anselm's Festchrift in Studies in Symbolic Interaction*. He also presented several conference papers, including *The Liturgical Social Movement in the Vatican II Church*, Midwest Sociological Society Meetings, Des Moines; *Narrative and Inter-ethnicity*, Annual Meetings of the Society for the Study of Symbolic Interaction, Toronto; *On Teaching Tools Data in the Use of Biographies and Autobiographies*,

National Communication Association, Chicago; *Doing the Festchrift*, Joint Session of Society for the Study of Symbolic Interaction and the American Sociological Association, Toronto.

Susan Wood, Art and Art History, at the December meetings of the Archaeological Institute of America served as discussant for a panel of papers titled *What is a Female Roman Portrait?*

new faces

- Sherry Abernathy, assistant to the dean, Nursing
- Timothy Chau, receptionist/security, Meadow Brook Hall
- Nicole Ciavattone, assistant teacher, SEHS/Lowry
- Schenette Fowler, accounting clerk II, Athletics
- Shelley Goodlaski, placement coordinator, Placement and Career Services
- Kathryn Lablanc, MBA site administrator, Business Administration
- Kimberly McWain, confidential secretary, Employee Relations
- Linda Oliver, administrative assistant, Alumni Relations
- Katherine Pastorek, office assistant II, Disability Services
- Gloria Sosa, retention coordinator, Office of Equity
- Pamela Store, accounting clerk II, Athletics



# On the cutting edge

## Distance learning, new labs help OU students excel in the marketplace

Faculty in the Department of Computer Science and Engineering are teaching today's students with tomorrow's technology.

"The OU advantage is that we are driving the technology," Department Chair Subra Ganesan says. "We develop the new hardware, software and applications. Computer technology is defining educational delivery for the next decade. We are prepared for it."

Business is beginning to notice. General Motors Corporation, for example, recently praised Ganesan for offering its employees a distance learning graduate course, *Microcontrollers and Embedded Software System Design for Automotive Applications*. The course even had a lab component.

"We sent software and

hardware to students, they completed the software development exercises and sent them back to me for testing," Ganesan says.

The department will offer a similar distance learning course next fall.

Another course, *Introduction to Computer Graphics*, is conducted on the Web. The site features a video of OU Professor Jack Nachman, three-dimensional graphics and written material.

Next spring, the department plans to offer a new computer applications course on cable TV, Channel 74. It will cover such topics as Web use and on-line banking.

The department's other cutting-edge courses cover soft computing, a new field using fuzzy logic and the neural network, chaos and learning theories; multimedia and networks, slated for next spring; and rapid prototyping, which features the latest software design techniques.

Ron Srodawa, associate professor, Engineering, is



**Computer Science and Engineering Chair Subra Ganesan: "The OU advantage is that we are driving the technology."**

developing a new high-performance gigabit network laboratory to increase the Internet's speed, security and reliability.

Active department research includes software engineering, software systems, computer graphics and visualization, computer architecture, real-time embedded computer

systems, artificial intelligence and knowledge-based systems, computer networks and performance, parallel and distributed computing systems and algorithms, pattern recognition and image processing, analysis of algorithms, theory of computation and formal methods for software systems.

## bits and PIECES

### OU prepares for North Central Accreditation review

To maintain accreditation, Oakland University is reviewed by the North Central Association every 10 years. In preparation for its February 1999 review, OU is undergoing a comprehensive self-study using the strategic plan as a framework.

Information is being gathered about all major university functions.

The intent is to show how well the segments of the campus work together to create a total learning environment for students. Faculty and staff from across the university and student representatives are serving on the self-study steering and subcommittees.

Susan Awbrey, assistant vice president for Academic Affairs, is coordinating the study with Mary Papazian, associate professor, English, College of Arts and Sciences, as associate coordinator.

The goal is to achieve broad and deep input from the entire university community through departmental visits, open forums and a future Web page.

### Employees praised for work on phone payment system

The voice response system SAIL (Student Access Information Line) was updated this winter semester to allow students to make credit card payments over the telephone.

The system processed \$1.5 million in credit card payments in just three days.

Changes also allow students to listen to their grades.

Oakland University President Gary D. Russi gave kudos to employees whose hard work went into making the changes successful. A cross-functional team with representatives from the offices of the Registrar, Student Accounts, Administrative Information Systems and Telecommunications participated in this six-month project.

The team will continue to work on resolving remaining issues.

### Polis joins prestigious engineering board

Michael Polis, dean, School of Engineering and Computer Science, next month will begin a three-year term on the Board of Governors of the Institute of Electrical and Electronics

Engineers Control Systems Society.

Polis is one of the board's six newly elected members. He has served as an associate editor and an associate editor at large for the journal, *IEEE Transactions on Automatic Control*. Polis was also vice president for membership activities of the IEEE Control Systems Society and has been general chair of two major

conferences. His current research interests include identification and control of distributed parameter systems, robust control, computer-aided design, simulation and transportation systems.

### Take note of library database changes

With the new year come new ways of accessing two Kresge Library databases.

MLA Bibliography — index to articles and books on literature, languages, linguistics and folklore — is now available via FirstSearch rather than as an index on LUIS.

To access it, point your Web browser to the library's homepage <<http://www.kl.oakland.edu>> and click on FirstSearch. Then select either "All Areas" or "Arts & Humanities."

ABI/INFORM — Proquest Direct, index to articles on business and management with some articles available in full text — is no longer available from the icon displayed on the library's Web site. Like MLA, it is now available from FirstSearch. Click on FirstSearch from the library's homepage <<http://www.kl.oakland.edu>> then select either "All Areas" or "Business and Economics."

If you access the Internet from home using a non-OU Internet provider, log into FirstSearch another way. From the library's homepage, click on "Online Collections," then FirstSearch, then "password access" to



**Michael Polis, dean School of Engineering and Computer Science**

FirstSearch. Then enter the authorization number (100-142-367) and the password (actively). For those without access to a Web browser, you can access FirstSearch from your Saturn prompt by typing "telnet fscat.oclc.org" and then entering the authorization and password.

Contact Kris Condie at 2467 with questions.

### OU engineering team wins top award

An Oakland University engineering team will receive a prestigious award from a global automotive conference next June for developing a collision avoidance system. The International Symposium on Automotive Technology and Automation (ISATA) will honor the team, led by Ka C. Cheok, professor, Engineering, School of Engineering and Computer Science.

### OU names director

Nancy Schmitz is the new director of Graham Health and Counseling Centers. Schmitz, a licensed counselor with more than 10 years experience at Oakland.

### OU rated best buy

For the second year in a row, Oakland University has been selected as one of the nation's best college values by *The Student Guide to America's 100 Best College Buys: 1998-99*, published by John Culler & Sons. The rankings are based on surveys of more than 1,750 two- and four-year, public and private colleges and universities nationwide.

### Coming attraction

Soon, walking to the Oakland University Print Shop may be replaced by a mouse click.

The Print Shop is installing a Xerox Docutech which will allow campus users to send printing jobs directly from their computers to the Print Shop. After the Docutech is installed, networked and staff is trained, University Services and Property Management will announce a date when users may be able to access the new service, says Sue Smith, department manager. Meanwhile, Smith says, the Print Shop's color copier is networked and those wishing to have print drivers loaded for the color copier should call Printing Services at 2282.

## A Bridge to the Far East

**Continued from page 2**

Flower Park, about a 1 1/2-hour drive from Guiyang. We hire a small houseboat to take us out on the lake for a couple hours. It's just beautiful.

### A newly opened hotel

*August 11, 10 p.m.*

The dining room on the top floor of one of the new, yet-to-be opened hotels was opened for us as guests of the Guiyang Education Commission. Mr. Jin, head of the Guizhou Education Commission, is a delightful man, but a serious businessman. He loves to karaoke. In tonight's banquet room, there are excellent karaoke facilities, so he begins with Chinese opera and then moves to an American classic, Red River Valley. Like many of the other Chinese hosts, he has an excellent voice, and so the singing goes on into the evening. Tonight Mr. Jin is in a great mood and is coaxed onto the dance floor. He's never done this before. We are truly becoming friends.

### Guiyang airport

*August 15, 8:30 p.m.*

Today is our last day in the province.

A group of 10 people is seeing us off. At least 20 people met us at the hotel to say goodbye. China and the Chinese people have had a strong influence on me — I leave here more balanced than when I arrived. I always feel a little sad to leave because it's so far, and in spite of plans to return, it might not be possible to make it back.

At Oakland, we are putting together a course for teachers and students that will be offered in summer 1998. The course will include spending a week in Guizhou to study the Chinese education system.

Contact Judy Hoppin at 3040 for information on the course.



get to **KNOW**  
.....  
**PEOPLE WHO LIKE TO DANCE**

A feature highlighting specific groups of university colleagues.



**KIM FLETCHER**  
Publicist,  
Music, Theatre and Dance



**GREGORY PATTERSON**  
Associate Professor of Dance,  
Music, Theatre and Dance



**ANGELA MARCHESI**  
Graphic Designer,  
Communications and Marketing



**JUAN CANTU**  
University Service Clerk III

|                                                        |                                                                         |                                                                             |                                                                                                      |                                                                                              |
|--------------------------------------------------------|-------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|
| <b>Where do you like to dance?</b>                     | During a performance on stage.                                          | Professional theatres.                                                      | A spacious dance floor.                                                                              | Pretty much anywhere.                                                                        |
| <b>What is your favorite song to dance to and why?</b> | <i>Night Waltz</i> by Stephen Sondheim.                                 | Work by Charles Ives.                                                       | Big band and oldies. It's enjoyable music.                                                           | Too numerous to list.                                                                        |
| <b>What is your favorite type of dancing?</b>          | Ballroom, waltzing.                                                     | Contemporary/New Age. I find it original; it opens the door for creativity. | Latin dance. The movements are exaggerated with the beat of the music.                               | Ballroom. It's dancing with a partner in unison.                                             |
| <b>What do you like about dancing?</b>                 | The closeness with a partner and the ability to communicate physically. | The physicality of it and it frees the spirit.                              | It's something my husband and I can do together, and it's something you get better at with practice. | The rhythm.                                                                                  |
| <b>Who is your all-time favorite dancer and why?</b>   | Mikhail Baryshnikov and Gregory Hines.                                  | Mikhail Baryshnikov. He was an incredible power on stage.                   | Fred Astaire and Ginger Rogers. They had a lot of style.                                             | Fred Astaire. It didn't matter what music there was, he could dance to it, and he had class. |

**Home away from home**

**Oakland Center to put out welcome mat**

Look for the Oakland Center to put out the welcome mat on the "improved" lower level in January 1999.



Pending Board of Trustee approval on February 5, the \$1.9-million renovation project is expected to take seven months to complete. In the interim, OU will ask current tenants to vacate their offices by the end of April.

On paper, Redstone Tiseo Architects of Southfield has redesigned the 26,350-square-foot space to include access for people with disabilities, dedicated space for student congress, the student program board, radio station WXOU and The Oakland Post, a student organizations center housing 45 groups, four new meeting spaces, an improved television room, a state-of-the-art games room, and a quiet study space. OU will provide groups such as WXOU with 24-hour access to facilitate their operations.

The renovations will provide more of the three Cs — convenience, comfort and contact, says Richard Fekel, OC director.

"We want to create neighborhoods for student groups," Fekel says. "Position them in clusters where they can access common resources. We hope to build a sense of unity, a sense of belonging and pride among students, faculty and staff. We want to establish the OC and other common areas as destination points where students can spend quality time."

Fekel says vending will be available on the new lower level. The center may also contract with Pretzel Logic, a food service company offering fresh, hand-twisted pretzels and other snack foods.



**Nancy Valassis, Harry Carlson and OU Professor of Sociology and Anthropology Kevin Early participate in a Musical Mystery Intrigue, *The case of the Golden Key*, sponsored by the Department of Music Theatre and Dance February 7. Call 2030.**

calendar of **EVENTS**

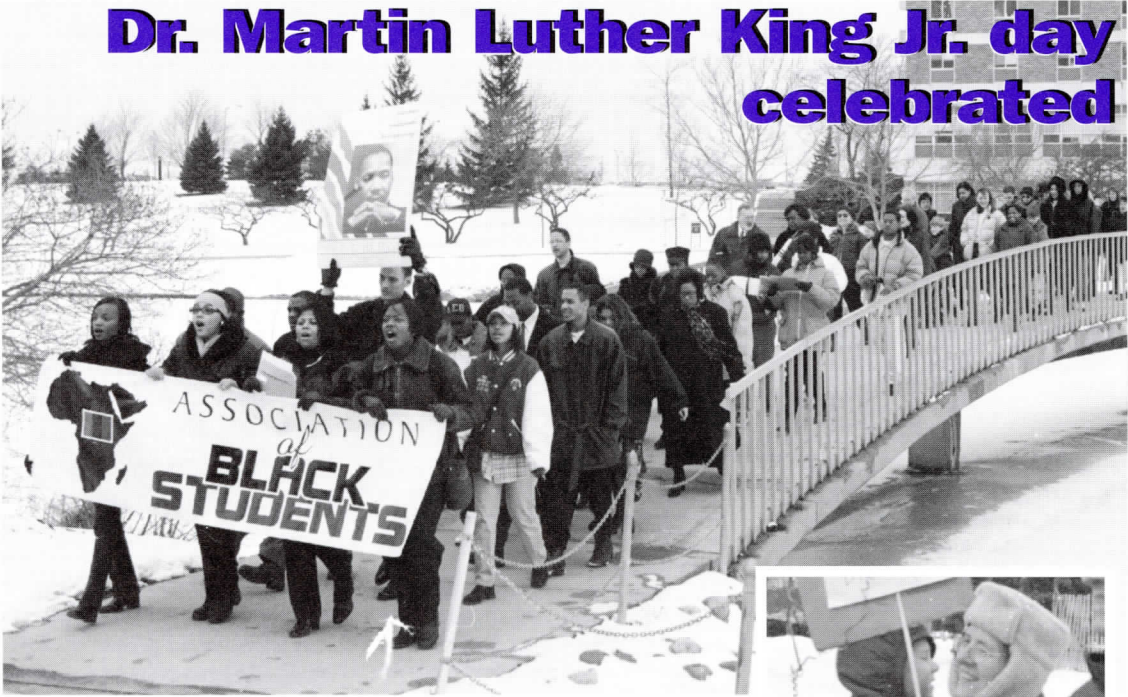
People with disabilities who need special assistance to attend any of the events listed may call the sponsoring unit or the Office of Disability Support Services at 3266.

Meadow Brook Hall tours, 1:30 p.m. daily and from 1 p.m.-5 p.m. Sundays (last tour begins at 3:45 p.m.).

**FEBRUARY**

- 5 — Board of Trustees, 3 p.m., OC Gold
- 6 — Black Unity Dance, 9-1 p.m., OC Gold Rooms
- 6 — Speaker, Coco, WJLB Radio, 8 p.m., OC Heritage
- 7 — OU men's basketball, Central State, 3 p.m., The Bubble
- 7 — Casino Night, 8 p.m., OC Gold
- 9 — *Black and White: Role Reversals*, facilitated by OU's Kevin Early, 10 p.m., Hamlin Lounge
- 9 — AACM, Health Awareness Day, 10 a.m., OC Heritage
- 9 — *New Years: Been There, Done That*, noon, OC Heritage
- 11 — African-American Celebration Dinner Special, 4:30-7:30 p.m., Vandenberg Dining Hall
- 11 — Cultural Expressions Dance Concert, 6:30-8:30 p.m., Varner Recital Hall
- 11 — OU women's basketball, Rochester College, 7 p.m., The Bubble
- 12 — *Shaping Influences: From the Civil Rights Movement to Now*, noon, OC
- 12 — Long Way Up Panel Discussion, 3 p.m., OC Fireside Lounge
- 13 — All the Way Live Talent Show, 7 p.m., Oakland Room
- 13 — AACM, Talent Show, 4 p.m., OC Heritage
- 13 — Clinton River Studios reception, 6 p.m., MBAG
- 15 — Pontiac Oakland Symphony, Young Artists, 3 p.m., VAR RH
- 16 — *Learning from the Past to Engineering the Future*, 6 p.m., OC Heritage
- 16 — Detroit Mayor Dennis Archer, 2 p.m, MBT
- 17 — International Fashion Show, 7 p.m.Oakland and, Heritage rooms
- 19 — Keeper of the Dream Banquet, 6 p.m., Shotwell-Gustafson Pavilion
- 19 — *Why I Am a Professor of . . .*, noon, OC Gold
- 19 — OU men's and women's basketball, Ashland, 5:30 p.m., The Bubble
- 21 — 1998 Hall of Honor, 5:30 p.m., Meadow Brook Hall
- 21 — Heart Enhancement Weekend Retreat, 6 p.m., Shotwell-Gustafson Pavillion
- 21 — OU men's basketball, St. Mary's, 3 p.m. The Bubble
- 25 — OU women's basketball, Central State 7 p.m., The Bubble
- 27 — Michigan TRIO Day Celebration and Student Leadership Summit, *The Growth of TRIO*

**Dr. Martin Luther King Jr. day celebrated**



OU faculty, staff and other community members joined OU's Association of Black Students during a march to commemorate the birthday of Dr. Martin Luther King Jr. January 19.

Holding tightly to his sign, right, 5-year-old Hollis Henry was carried by his mother, Natalie Cole, associate professor, English, College of Arts and Sciences.



**OU Gospel Choir members, above, entertained guests with resounding inspirational singing during the first campus celebration honoring the late civil rights leader.**



# TOGETHER learning

A special supplement to *Inside Oakland*

## Team's work reaches a diverse group

Three years ago, the Oakland University Trustee Academic Success Scholarship Program brought Renique Quick to OU. Midway through her junior year, she admits that it's also what has kept her at Oakland.

**"The Academic Success Scholarship Program definitely has made a difference to me. The staff is really supportive. They've stayed behind me and pushed me to achieve. And they've kept me here at Oakland. I'm glad I stayed because I've had more opportunity here than I could possibly have had elsewhere."**

— Renique Quick, OU junior, School of Nursing

The Minority Student Recruitment Team, one of the university's six Excellence Initiative teams, championed the scholarship program.

It's one of the strongest examples of Oakland's renewed

commitment to achieving student diversity on campus.

Quick was a good student at Southfield High School with grades above average when it came to college standards. Then, after applying to OU, she was offered a scholarship through the OU Trustee Academic Success Scholarship Program, which targets students with both a high grade-point average and ACT score.

"The scholarship was as much a surprise to me as anybody," Quick says.

She came to Oakland unsure of her future. Last year she decided on nursing. And she credits the scholarship program with much of her success.

"It definitely has made a difference to me," she says. "The staff is really supportive. They've stayed behind me and

pushed me to achieve. And they've kept me here at Oakland. I'm glad I stayed because I've had more opportunity here than I could possibly have had elsewhere."

Through the scholarship's leadership seminars, Quick has met a diverse group of students. "They've surrounded me with positive people on campus. They've given me someone to look up to, someone to model myself after."

### A wise business strategy for Oakland

Quick's words are music to Glenn McIntosh's ears.

As director of Oakland's Office of Equity and leader of the Minority Student Recruitment Team, he dedicates every hour to recruiting and retaining qualified minority students. He says it's simply a wise business strategy for OU.

"When you look at the global markets, the worldwide economy is gearing up for a more diverse society," he explains. "The global workplace is focusing on diversity. The Fortune 500 companies know it's important. They know what the makeup of their company will be and how diverse their customers are becoming."

The challenge is for universities to keep pace.

"It's a wise business venture.

OU junior  
Renique  
Quick



We need to develop strategies that will attract students from new areas. Why? We need to prepare a diverse work force, and that means our students need interaction with other cultural groups.

"In higher education, we've been a little slow to respond to worldwide diversity. We think our job is just to educate, rather than to prepare students for the future. There is a difference."

Acknowledging the importance of diversity, OU in 1994 formed the Minority Student Recruitment Team to make recommendations for improving recruitment and retention of students of color.

It was a bold move. The university had decided it needed to strengthen its commitment to increasing the number of minority students at Oakland, while seeking to retain the minority

## about this ISSUE

This is the third of a special six-month series focusing on Oakland University's Excellence Initiative. Each issue will highlight the work and accomplishments from OU's design and development teams:

- Minority Student Recruitment
- Non-Faculty Hiring
- On-Campus Software Support
- Student Billing and Cancellation
- Student Placement Testing
- Training and Development

**This third issue will focus on Minority Student Recruitment Team efforts.**

For more information, e-mail <excellence@oakland.edu>.

## get to KNOW

Minority student recruitment team members were:

- **Glenn McIntosh**, director, Office of Equity (team leader)
- **Jocelyn Wooten**, affirmative action administrator, Office of University Diversity and Compliance (formerly the Office of Equal Opportunity) (facilitator)
- **Cassandra Bailey**, assistant director, Office of Equity
- **Egbert Henry**, professor, Biological Sciences
- **Lynn Hockenberger**, director, Learning Resources
- **Andrea Luke**, academic adviser, Academic Services and General Studies
- **Stacy Penkala**, acting co-director, Admissions
- **Claire Rammel**, director, Graduate Study



Glen McIntosh, director, Office of Equity, says: "We need to develop strategies that will attract students from new areas."



## Team's Work reaches

Continued from page 1

students already enrolled.

With eight members from across the campus community, the team began by examining the university's track record with minority students.

"We immediately felt we could do better because the success rate with students of color was lower than with mainstream students," McIntosh says. "We just needed to find out why."

### Canvassing the campus for solutions

The team developed a questionnaire in an attempt to pinpoint what the university might be lacking, recalls Cassandra Bailey, assistant

Armed with the data, as well as the survey results, team members set out to conduct personal interviews with directors, deans, students, faculty and staff. The feedback confirmed the survey's finding, while yielding new ideas, according to Bailey.

"The most valuable aspect was the input," she says. "Some people offered ideas the university needed to focus on. That gave us clear direction."

Reviewing the data, the team found that the graduation rate of minority students was half that of mainstream students. The data pointed to three factors: academic problems, financial issues and social adjustment.

"We're bringing students from homogeneous environments into a community where they're truly the minority," she says. "Most students don't know how to make the adjustment. They feel isolated, and that's a distraction from academics. Also, many need to get a job to help pay for college; that makes it harder still to advance academically."

Lynn Hockenberger, director, Learning Resources, believes the college campus is a good place to foster diversity.

"Many students come from settings where there is little diversity," she says. "When you come to a university, you should meet people not like you; in fact, very much unlike you. The best place to experience this is on a university campus."

### Pointing the way to the future of diversity

As with most of the Excellence Initiative teams, time was becoming an issue. The team was finding it more difficult to get members

together.

"It was hard to free up time for meetings, much less to do the work we needed to do," McIntosh says. "That's one of the challenges of working with cross-departmental teams. You do this job in addition to your regular work; there's no release

time."

Hockenberger agrees. "Process redesign takes an incredible amount of time out of your workday," she says. "All of us felt pushed by that. You have to give it the time it needs, yet you have your other work to do. It's a fragile balance."

The work had already taken its toll; one member resigned, citing the time commitment. Finding it hard to stay on track, the team tried a new approach.

"We formed subcommittees on each of the different areas we were looking at," McIntosh says. "That meant fewer times everyone had to meet. And with smaller groups, it was easier to tackle the issues."

It worked. The time

commitment eased, and work progressed at a steady pace.

Finally, the team reconvened. It was time to develop recommendations.

"We knew we needed to do something that would have a major impact on minority retention and recruitment," McIntosh says. "But we discovered so many variables and so many ideas, we decided to get it down to the few things the university could do based on personnel and money. Then we sent them forward."

The team developed a 10-point plan for improving recruitment and retention of minority students. Steps included:

- making available a variety of funding
- building external relations within areas and organizations highly populated with African Americans and Latinos
- designating one person the university spokesperson and community relations specialist for minority communities
- creating survival and coping skills workshops

### Results point to success

The results speak for themselves.

Cross-racial interaction of Oakland students has improved over the last several years. Each year, up to 40 minority students complete OU's leadership seminars, which teach leadership skills to scholarship students. And more minority students are involved in mainstream organizations like student congress or serving as resident assistants and orientation leaders.

"The programs Oakland has put into place make college a more comfortable setting for minority students," McIntosh says. "We've made it easier for them to move beyond their comfort zone to get involved and succeed."

He cites OU's scholarship program as a major source of success.

"The program had already been created when our team met, but we've since strengthened it. We're recruiting minority students earlier to reach the better students who haven't yet committed to a university. And we've expanded the support systems.

**"We found there were some things OU was doing, but not campuswide. Some departments were focusing on diversity, others were not. As a team, we felt the university needed to make it a campuswide commitment."**

— Cassandra Bailey, assistant director, Office of Equity

director, Office of Equity, and team member. The survey was sent to faculty and staff.

"We addressed diversity awareness, diversity in the classroom and how students were being serviced," she says. "For example, were they receiving diverse teaching? Could all students relate to the teaching?"

The survey also sought to determine OU's commitment to promoting cultural diversity on campus. The results were mixed.

"We found there were some things OU was doing, but not campuswide," she notes. "Some departments were focusing on diversity, others were not. As a team, we felt the university needed to make it a campuswide commitment."

Some faculty and staff expressed little desire for change.

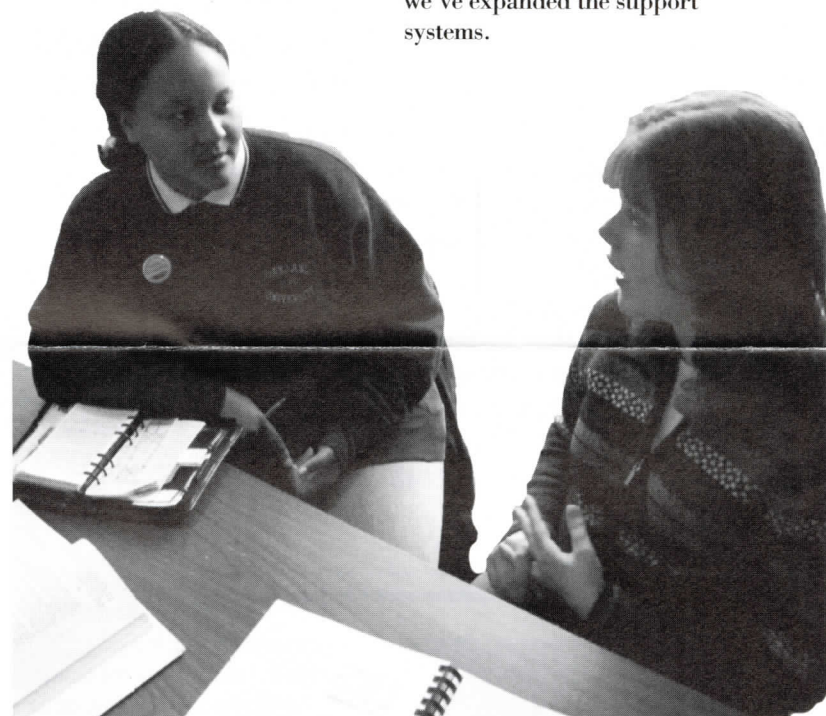
"There will always be some who are comfortable with things as they are and don't want to move toward something new," Bailey says. "But most were willing to commit to creating a new vision for campus diversity. They understood it was important if we were going to continue to grow and attract a larger population of students."

Meanwhile, other team members were facing a second hurdle. Assigned the task of gathering information about diversity programs at other universities, they found a brick wall. A wall of silence.

"We were asking other organizations to be open about some tough issues, the retention and progress of minority students," McIntosh says. "We found that, in most cases, when it comes to these topics, people are not proud of their record. It was not an open book. We had to make many calls before we finally got some data."

**"Many students come from settings where there is little diversity. When you come to a university, you should meet people not like you; in fact, very much unlike you. The best place to experience this is on a university campus."**

— Lynn Hockenberger, director, Learning Resources



OU senior Tierra Stamps, left, mentors OU students. She says, "It helps just having an office you can stop by."

Approval from the university's Board of Trustees and administration came quickly. At OU President Gary Russi's request, the team developed an action plan to implement the recommendations. Among them:

- establishing the Diversity Retention Fund, providing a new funding source for students of color
- developing relations with the Oak Park and Pontiac school districts
- designating McIntosh as OU's community relations outreach specialist for minority communities
- creating two counseling support groups
- enhancing the OU Trustee Academic Success Scholarship Program, initiated in 1994, to attract and retain students
- sponsoring a Prospective Students Weekend (formerly Students of Color Weekend) for minority students who meet regular admission standards.

"We're giving them new experiences to replace old experiences. The scholarships attract students who are capable of competing. When these students perform well, integrate well, get involved in student organizations and take leadership positions, they prove to themselves what is possible. They go against the stereotypes formed earlier in their lives. They show others that diversity can happen when we provide more support."

Renique Quick is one example of what can happen when support systems are in place. Tierra Stamps is another.

The OU senior majoring in systems engineering chose Oakland because of the scholarship program.

"Along with it came support such as mentoring and counseling," she says. "It's a point of reference on campus where you can be encouraged."