



# OAKLAND UNIVERSITY NEWS

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March 13, 1973

## Budget, Enrollment Projection Topic of Meeting

Oakland University President Donald D. O'Dowd has asked every University employee to identify at least two prospective college students and to assist them in making contact with the University's admissions staff.

The charge, along with a directive for the University Senate to remain in session throughout the summer to act on new programs for the fall of 1973, came at a university-wide meeting Tuesday, March 6. The Senate's last scheduled meeting is April 12.

In his summation address O'Dowd stated that he would direct the faculty in assisting in recruiting efforts, use the university relations offices to contact all departments to see if there were noteworthy programs to publicize, and he asked the College of Arts and Sciences to develop new and truly interdisciplinary curricular approaches.

He said Oakland could exist with a level enrollment only if it drop-

ped its quality. Traditionally, the institution has financed new programs out of growth and not by cutting existing ones, he said. He said the current OU program, unchanged, will attract fewer students, pointing out that OU has not grown in the core areas, only in graduate education and in special programs.

O'Dowd said OU should be more responsive to the needs of the one and one-half million people in the institution's geographic area. He said OU had to become a comprehensive university, expand by next fall, and adapt more career oriented majors to supplement the classical curricula. He pledged his efforts to press for change.

Other speakers included: David Beardslee, director of the Office of Institutional Research; Robert Swanson, vice president for business affairs; Tom Atkinson, director of administrative services; Jerry Rose, director of admissions; Dudley Woodard, dean of student life; and Frederick Obear, provost and academic vice president.

### POSSIBLE NEW PROGRAMS

In his remarks Obear cited the following new programs which were in varying degrees of acceptance within the University and which may be ready for the fall of 1973.

New curricular options which may be offered through the institution's schools and colleges and possible starting dates include: B.S. Human Resources Development (1973); B.S. Elementary Education (1973); Physical Education Minor (1973). Concentrations-(all 1973), Social Justice and Law (Sociology), Public Administration (Political Science), Gerontology (Psychology), Metropolitan and Regional Communications (Speech Communication); Inter-School Metropolitan Studies and Operations Research; Public and Societal Systems (Engineering).

Also, Health Sciences Professions - B.S. Medical Technology (1973),

B.S. Medical Physics (1973), B.S. Physician's Assistant (1974), B.S. Environmental Health (1974), B.S. Nursing (1974). B.S. Computer Sciences. Other options include, B.A. Speech Communication (1973); Journalism (concentration) (1973); B.A. or B.F.A. Theatre Arts (1973-4); B.A. Radio/TV/Film (1974).

Master's Programs - M.A. Counseling and Guidance (1973); M.A. Management (1973); M.A.T. Early Childhood Educ. (1973); M.A. History (1974); M.F.A. Academy of Dramatic Art (1974); Development of Majors in Evening Program - B.A. Political Science (1973); B.A. Psychology (1973); B.A. Sociology and Anthropology (1973); B.A. English (1973). Other options include extensive off-campus course work, a College of General Studies (1974), and an Honors College (1974).

Beardslee, Swanson and Atkinson focused on enrollment, appropriations and financial aid uncertain-

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### Student Action

Can students help recruit students? A student raised this question at Wednesday's State of the University Meeting. He felt President O'Dowd's request for faculty and staff to submit names of student prospects should include a student action plan as well.

"Yes" was O'Dowd's quick response. "The plan of action we have outlined for University employees works for student prospecting as well."

O'Dowd urged, "Give us names and addresses so that our Admissions Office can make a proper contact and give comprehensive information."

### Contingency Plans Formulated for OU

Four contingency budget plans for 1973-74 have been established by administrative and academic units at OU in response to a directive from Donald D. O'Dowd, president.

President O'Dowd, in asking the University's executive group to develop the contingency plan, indicated that incremental, nonsalary fixed expenditures for 1973-74 are expected to be \$734,000. In addition, the president indicated he must set aside \$250,000 for library improvement, audio-visual development, computing center, and new curriculum development services.

O'Dowd said the budget projections could be improved in several ways: each 100 additional FYES over 1972-73 figures brings \$55,000 in student fee revenue; and every 100 ad-

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## Emergency Service Guidelines Explained

The University can legally provide only limited emergency ambulance service for students and other University personnel at the present time because it does not yet have a properly equipped vehicle. According to Kenneth Coffman, vice-president for student affairs, a vehicle is currently being converted to meet state licensing standards and is expected to be operational by mid March.

Coffman explains that "in rare instances" the Public Safety Office can respond to the need for conveying a person to the hospital under the "good samaritan act", but "this is only under extreme critical conditions where it is a matter of life and death such as cardiac arrest, arterial or profuse bleeding or severe drug overdoses.

## Workshop Focus 'Justice On Campus'

"Justice on Campus: Individual Rights vs. Institutional Rights" will be the topic of a one-day, drive-in judicial workshop to be held at OU Monday, March 19. The keynote address will be "Justice on Campus: Individual Rights vs. Institutional Rights," with speaker Alexander Smith, associate dean of students, Ohio State University.

The program is hosted by OU and sponsored by the American College Personnel Association. Six workshops will be held throughout the Midwest. The OU session will be the only one held in Michigan.

Miss Patricia Houtz, assistant vice president for student affairs, said the programs are open to all interested persons. Admission will be \$10 for any full-time student and American College Personnel Association members and \$15 for others. Interested persons are asked to contact Dr. Houtz at 313-377-3340.

## Faculty at Workshop

John Marks, instructor of political science, and Robert Reitz, supervisor of academic computer services, attended a conference on Instructional Computing in Michigan, at the University of Michigan, March 2-3. The working conference explored different ways for Michigan colleges and universities to improve their computer utilization through sharing hardware, software and information.

"No deviation of these guidelines is permitted by the State Department of Health," says Coffman. "If the guidelines are not carefully followed, we run the risk of revocation or suspension of license for both the University vehicle and the public safety officer who undertakes any type of conveyance without the proper equipment."

Coffman stresses that the University community can be assured that priority is being given to getting our emergency vehicle in shape for service. Until this occurs, however, ambulance service can be obtained by calling St. Onge Ambulance at 651-3475; Fleet Ambulance at 334-4901 or General Ambulance at 334-4777.

## Dr. Jo-Ann Gardner Speaks on Sexuality



Dr. Jo-Ann Evans Gardner, director and founder of KNOW, Inc., a publishing house for feminist literature, and founder of Professional Women's Political Caucus, will speak on "Sexuality, Psychological Aspects" at the Tuesday, March 20 session of OU's "Women: New Reflections" forum from 2-4 p.m. in Varner Recital Hall.

Dr. Gardner, who has a Ph.D. in psychology, recently ran for councilwoman in Pittsburgh and received more votes than any Republican candidate has ever received. She founded KNOW, Inc., a printing and publishing house of articles and books on women's rights and responsibilities, in 1969 and is on the national board of the National Organization of Women (N.O.W.).

A graduate of the University of Pittsburgh with a B.S. in zoology (1950), an M.S. in psychology (1961) and a Ph.D. in psychology (1964), Dr. Gardner did graduate work in zoology at the University of Pittsburgh (1950) and was a student of mathematics at Trinity College in Dublin, Ireland (1951).

Author of numerous papers and publications as well as speaker at many colleges and universities, Dr. Gardner reportedly broke up a meeting of the American Psychological Association in 1970 by demanding reparations from male psychologists for 50 years of damaging therapy to women.

## Budget Meeting CONT.

ties which have been reported in depth in previous issues of the OU News. They stated that, in general, OU was following state and national trends in the nature of its problems.

### PROBLEM AREAS

They include: a rising enrollment (Head Count) but a falling number of credits taken per student which affects state funding; a leveling off of enrollment by first-time-in-any-college (FTIAC) freshmen; a predicted decline in the number of transfers from two-year colleges where more students seemed to be taking two-year terminal degrees; potential federal programs which would eliminate sources of student financial aid; a drop in residence hall occupancy; and wage negotiations.

OU winter term enrollment (Head Count) is 8,275 full and part-time students, as opposed to FYES (Full Year Equated Student = 31 undergraduate credits or 24 graduate credits) but the average number of credits taken by the day time undergraduates has been falling steadily since the fall of 1969. In the fall of 1972, Oakland's full and part-time enrollment was 8,169. Only three other schools in the state of Michigan showed an increased head count enrollment for that period.

Swanson pointed out that the governor's current budget recommendation from the general fund is \$11,568,000 with gross funds at \$16,642,000, but the legislature has not yet acted upon his recommendation.

Following fixed and semi-variable expenditures, given the current level of funding, only \$227,000 of money would be available without compensation costs. At a figure of \$115,000 cost per one percent increment, there would be funds for about a two percent wage increase, he said.

### DORM OCCUPANCY

Woodard reported that dorm occupancy for 1970 fall term was over 1,800, that it was 1,589 in 1971, some 1,225 in 1972, and that it would probably hit 1,125 in the fall of 1973.

Reasons for the decline were: A reflection of a national trend as lifestyles and economy have changed, students-especially new students-have chosen in greater numbers not to live in residence halls; the homes of over 85 percent of our undergraduate populations are loca-

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## Open House Set

The OU community is invited to the employment relations department on Thursday, March 15, from 2-4 p.m. for the purpose of meeting the department's new staff members: Colleen Dolan, Alan Felong and Clair Magoon. Visitors will have the opportunity to familiarize themselves with each new member's responsibilities.

## Prof. Reutter Visits

Professor Hermann Reutter of the Academy of Music in Stuttgart visited the OU campus Monday, March 5. He conducted a master class on German lieder, German text and interpretation. He also visited a combined class of music harmony and orchestration.

A guest of the German consulate, Reutter was accompanied by Dr. Josef Rusnak, senior consul. An accomplished pianist, cellist and singer, he has composed numerous operas, choral works and songs, piano concertos and chamber music. He lectured on March 2 at Interlochen.

## Dean's 'Last Lecture'

John Gibson, dean of the School of Engineering, will speak on "What I Have Learned as a Student at Oakland" for the Thursday, March 15 My Last Lecture series at 4 p.m. in the Gold Room, Oakland Center.

"My talk reviews a number of points on which I've changed my mind since I've been at OU concerning methods and content in higher education due to influence of my student peers," explains Gibson.

## OU Candidate Wins

The election of Jennie S. Cross to a three-year term on the board of directors of the MSU Employees Credit Union was announced at the Credit Union Annual Meeting, March 5 in East Lansing. This marks the first time that an OU employee has been elected to the board of directors. Mrs. Cross is presently chairman of the OU Service Center Advisory Council and has been active in credit union affairs for several years. She has been an OU employee since June, 1967 and is presently documents librarian in Kresge Library.

## SET's 'The Serpent' Begins Run March 16

Student Enterprise Theatre's production of Jean-Claude van Itallie's work "The Serpent" opens Friday, March 16 at 8:30 p.m. in the Barn Theatre.

Originally produced by the Open Theatre of New York City, "The Serpent" is a brilliant and fascinating tour de force in contemporary improvisational theatre. It explores the Book of Genesis, and relates it to our modern experience with an eloquence and power which has earned it recognition as a milestone of the new American drama.

While most of the work is choreographed movement, pantomime, human

sounds and music made by bells, horns, whistles, tambourines and other hand held instruments, there is an accompanying text from the Bible and a number of speeches with contemporary sentiments. The underlying theme stresses man's search from the beginning for happiness, for self-realization and union with other men.

The play will continue through March 17, 18, 23, 24 and 25. Curtain time is 8:30 p.m. on Friday and Saturday and 7:30 p.m. on Sundays. General director of Student Enterprises is Thomas A. Aston.

## Budget Meeting CONT.

ted within commuting distance of the university. Therefore, 85 percent of our students can choose to commute or live on campus. With the changes in lifestyles, an increase in the number of part-time students, and the increasing costs of residence hall operations and food service—our vulnerability caught up with us—many new students chose not to live in the residence halls (in the fall of 1970 there were 900 resident FTIACs, in the fall of 1971 there were 650 resident FTIACs, in the fall of 1972 there were 505 resident FTIACs), and this is where the decrease has taken place—at the FTIAC level—not at the upperclass level. Our return rate of upperclass students has remained fairly consistent over the past 3 years, approximately 50%; with the daily increasing number of apartment units within a few miles of the campus—and the cost competition—we cannot hope to attract more upperclass students back to the halls as a method of offsetting some of the losses attributable to the decline in resident FTIACs.

Woodard said positive programs which may help turn the trend included new living options, new programs in the residences, and increased security procedures.

## OU APPLICATIONS

Rose commented that OU applications for fall of 1973 were currently running 17 percent behind last year's as of Feb. 23, but pointed out that the gap had closed from a 24 percent drop recorded between January of this year and January of 1972. Work in the field has shown that students are applying later and making decisions later, Rose said.

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## Engineering Exam Draws 225 Students

A new competitive examination to determine winners of some full and half-tuition engineering scholarships drew 225 area high school students and their parents to campus February 25, Admissions Director Jerry Rose said.

The standing-room-only crowd also participated in an engineering open house and heard about career possibilities in the field. This is the first time the engineering scholarships have been available, Rose said. They are being offered through the admissions office and all participants in the February 25 examination are being contacted personally by the admissions staff. Award winners will soon be announced publicly.

In other recent programs involving the admissions staff, Ed Bagale and Charles Counts joined engineering professors Howard Witt and Keith Kleckner in speeches before high school students in Muskegon and Muskegon Heights schools and they also appeared in a career day session at Grand Rapids Community College. They discussed careers in engineering, particularly in the environmental area.

Jerry Rose, current president of the Michigan Association of Admissions Counselors, was a participant in a panel on "Ethics in College Recruiting." The panel was held as part of an MAAC program in Grand Rapids. In attendance were high school and college admissions counselors from throughout the state.

# CAMPUS CALENDAR

Tuesday	12 noon	Noon Hour Recitals, <i>FRENCH COMPOSERS</i> , 200VH
March 13	12 noon-1PM	Commuter Services, People's Dance, OC Grille
	1-5PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	2-4PM	University Forum, <i>SEXUALITY-PHYSICAL ASPECTS</i> , Janet Bugoci, 200VH
	6:30PM	Women's Basketball, U of M, home
	7:30-8:30PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	8:00PM	SEFS, <i>KING OF HEARTS</i> , 201DH
	8:30PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
Wednesday	12 noon	Flash Gordon Series, Abstention
March 14	1:00PM	Lecture, <i>BODY MOTION &amp; COMMUNICATION</i> , H. Olafson, Gold Room
	1-5PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	2:00PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
	4:00PM	JSA, 690C
	6:30PM	Student Organizations transportation to Red Wing game
	7:30-8:30PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
Thursday	11AM-12:30PM	Concert, Shoo-bee-doo, Abstention
March 15	1-5PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	1:30PM	Career Seminar, <i>PREPARATION FOR LAW SCHOOL</i> , William Swor, Sunset Room, OC
	2:00PM	American History Film Series, <i>GUILTY BY REASON OF RACE</i> , Gold Room
	4:00PM	Last Lecture Series, John Gibson, Gold Room
	7:30-8:30PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	8:15PM	ADA, <i>THE INSECT COMEDY</i> , Studio Theatre
	8:30PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
Friday	9AM-5PM	Student Organizations, Free Shamrocks, 480C
March 16	12 noon-1PM	American History Film Series, <i>GUILTY BY REASON OF RACE</i> , Gold Room
	1-5PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	7:30-8:30PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	8:00PM	Dick Jennings, folk singer, Abstention
	8:00PM	SEFS, <i>BILLY JACK</i> , 201DH
	8:15PM	ADA, <i>THE INSECT COMEDY</i> , Studio Theatre
	8:30PM	SET, <i>THE SERPENT</i> , Barn Theatre
	8:30PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
Saturday	2-6PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
March 17	6:00PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
	8:00PM	SEFS, <i>BILLY JACK</i> , 201DH
	8:00PM	Dick Jennings, folk singer, Abstention
	8:15PM	ADA, <i>THE INSECT COMEDY</i> , Studio Theatre
	8:30PM	SET, <i>THE SERPENT</i> , Barn Theatre
	9:30PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
Sunday	1-4PM	Meadow Brook Hall tours
March 18	2-6:30PM	Meadow Brook Art Gallery, <i>AMERICAN REALISM POST-POP</i>
	6:30PM	Meadow Brook Theatre, <i>THE COUNTRY GIRL</i>
	6:30PM	ADA, <i>THE INSECT COMEDY</i> , Studio Theatre
	7:30PM	SET, <i>THE SERPENT</i> , Barn Theatre
	8:00PM	SEFS, <i>BILLY JACK</i> , 201DH
Monday	7:30-11:30PM	Israeli Coffee House, Abstention
March 19		

## CAMPUS TICKET OFFICE

SEFS membership cards	Hilberry and Bonstelle Theatre tickets
Metro Passbooks	Masonic Temple events
Entertainment '73	Junior Red Wings
Meadow Brook tickets	OU Recital Series
ADA tickets	SET tickets

## Budget, Enrollment Projection Meeting CONT.

He said the admissions staff has so far participated in 500 high school visits and 75 college nights. In addition, more counselors are being brought to campus and the admissions staff itself is taking the University out into the field to more communities. Personal calls are being made on applicants who are accepted and in some cases the admissions people are going into specific geographic areas to contact applicants from that region.

Rose said students are interested in career oriented programs and asking more questions about alternatives to higher education. Personal contact by the staff with more than 3,000 students indicated that one in three remained in doubt about a major. One student out of every five indicated interest in a major field not presently offered by OU. Most popular choices were accounting, secretarial studies, nursing, physical therapy, and journalism.

## Campus Recruiters

The following employers will be interviewing on campus this week.

Tues., March 13 -- CONSUMERS POWER: April & June grads with B.S. in engineering (mechanical, electric, civil & chemical) for positions in Mi.

Wed., March 14 -- FIDELITY UNION LIFE INS. CO.: Anyone interested in life insurance sales.

Thurs., March 15 -- MANUFACTURERS BANK: April & June grads with B.A./B.S. in economics or management for branch management training program in Metro Detroit or a M.B.A. for commercial credit analyst training program in Metro Detroit.

## Job Openings

The following jobs are open at the University. For further information on qualifications, salary range and job interviews, contact the employment relations office.

Exec. Sec., Board of Trustees, S-16  
 Dept. Sec., Admissions, S-13  
 Key punch Oper., Computing Center, S-14  
 Exec. Sec., Urban Affairs Ctr., S-16  
 Admissions Adviser, Admissions, AP-5  
 Curriculum Coordinator, Oakland Prep Sch., AP-1  
 Dir-Off. of Student Org., Student Life, AP-5  
 Research Analyst, Institutional Res., AP-6  
 Maid, Physical Plant, X  
 Door Guard, Kresge Library/Part-time

## OU Dancers Perform

The OU Dance Workshop, a coed student modern dance club, will present "Ideas in Dance" Thursday, March 15 at 8 p.m. in Varner Recital Hall. This will be a varied program of original choreography by OU students. Admission is free but donations are being taken at the door.

## Contingency Plans CONT.

ditional students in residence halls adds \$70,000 to dormitory revenues. In addition, income from private contributions can offset some of the impending cutbacks.

A tuition increase of \$1 per credit would generate \$225,000, but such an increase may be balanced by a loss in new students.

Each division within the University has developed the contingency plans, but no decisions have been reached on what cutbacks will be necessary.