

# OU NEWS

## Enrollment pool is shrinking

Oakland and Macomb Counties—Oakland University's bread and butter areas for recruitment—face serious declines in the number of grade 12 students that will be available for admission.

Research shows that 75.2 percent of all OU FTIACs (first time in any college freshmen) in 1979 came from Oakland and Macomb counties. Of the 11,729 record full- and part-time students enrolled last fall, just over 80 percent lived in either Oakland or Macomb County. The percentages are drawn from studies by David C. Beardslee, director of institutional research.

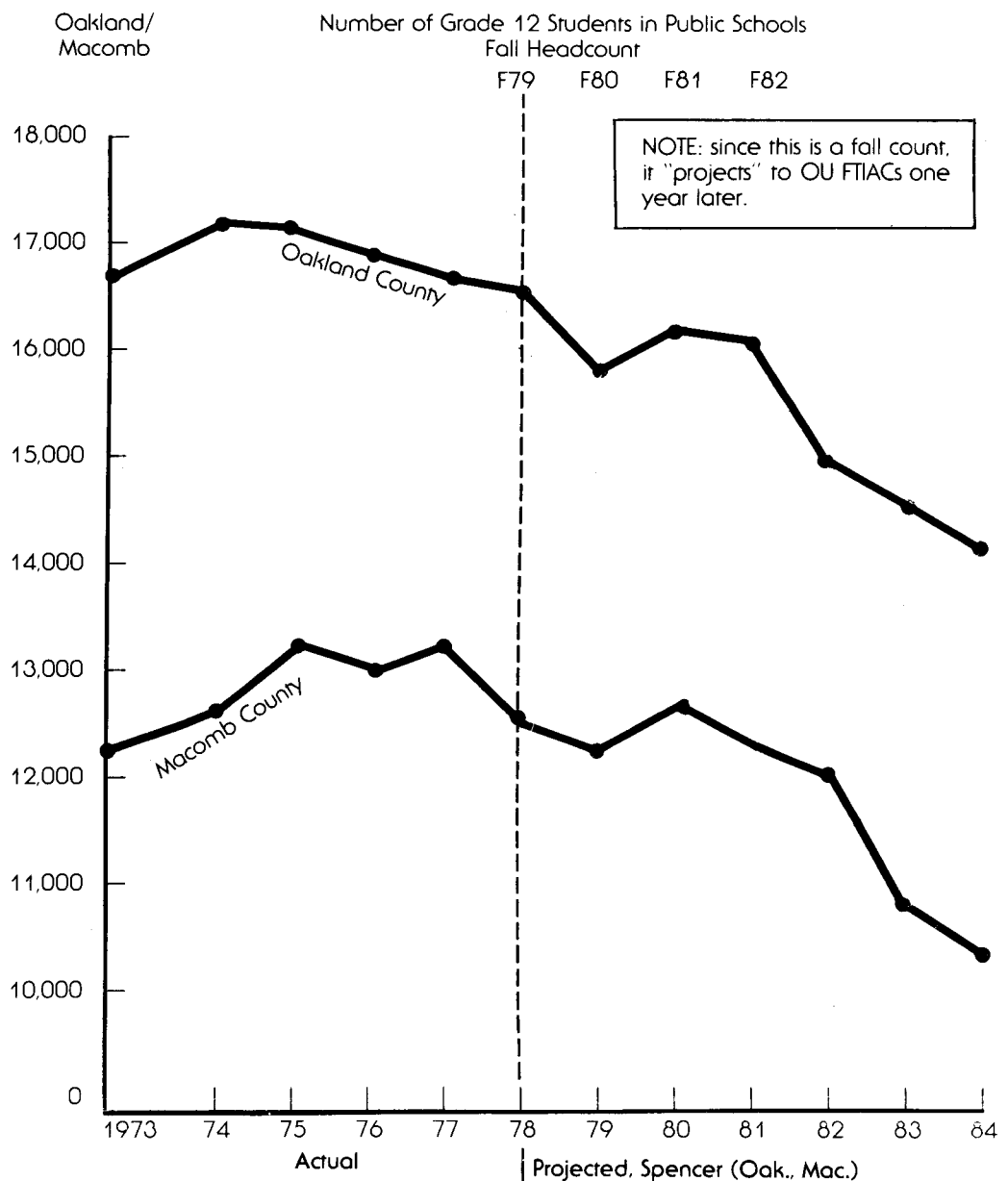
Predicted drops in the grade 12 students in public schools in those counties from 1980-84 were charted by Eugene N. Spencer, special assistant to the president, in a memorandum completed recently.

The data also show an inverse relationship between the percentage of 1978 grade 12 students attending OU as FTIACs in 1979 and the distance of the school district from OU. Generally, the closer the district, the higher the percentage of grade 12 students attending OU as FTIACs.

The study used summaries and surveys of student enrollment data from Oakland and Macomb County Intermediate School District offices. Spencer said the Cohort survival method of projecting enrollment was used. Actual enrollments from 1973 through 1978 were used to establish historical trends.

Spencer said it was clear that unless the university increased its percentage of graduating 12th graders who attend OU and increase the number of non-FTIAC students who enroll, OU will suffer an enrollment decline starting in 1981-82.

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Source: (Oakland and Macomb—Spencer, Origins of OU's 1979 FTIAC . . . , 1/3/80.

Senior All-American forward Helen Shereda broke the school record for most points scored in a single game, tallying 43 points to lead Oakland University to a 91-69 victory over Great Lakes Intercollegiate Athletic Conference defending champion Grand Valley State College. She also grabbed 27 rebounds, one shy of her own school record.

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# Committee studies enrollment

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Oakland University will not rest on a record enrollment while its recruitment base shrinks.

George T. Matthews, interim president, announces that he has called the Special Committee on Admissions and Enrollment back into being. The committee was first appointed by then President O'Dowd in 1976.

Matthews said the charge to the committee was being expanded from the original purpose which was to tackle the short-run problem of undergraduate admissions (how to maximize undergraduate enrollment during the next one or two years). While this effort still needs emphasis, Matthews said he was

increasing the time frame to cover the general problem of undergraduate enrollment over the next decade. The committee will examine steps that can be taken aside from new courses of study.

Among the initial questions raised by the interim president are: How effective is the scholarship program? Are we doing enough? Do we have the right kind of scholarship program? If not, what should we be doing? What is the relationship of the residence hall program to our enrollment strategy?

What is the best way to use the buildings to maximum advantage? How much resources should we put into residence halls?

What is the relationship of our athletic program to an enrollment strategy? How necessary is it to have the kind of programs we seem to be shaping? Should we do more or less in this area? What should we be doing to develop systematic relations with our feeder schools?

What should we be doing to attract and hold adult students? What should be the mix?

Matthews concludes "In a word, what should we be doing to position ourselves in the area of undergraduate enrollment so as to be able to resist the inevitable downward pressure on enrollment past approximately 1982?"

Matthews stressed that the above concerns were only some of the issues, and that the committee members would undoubtedly have others. "It is my conviction that the university needs new initiatives along these lines," Matthews said.

Asked to serve on the committee were David C. Beardslee, director of institutional research; Keith R. Kleckner, associate provost; Frederick W. Obear, academic vice president and provost; Jerry W. Rose, director of admissions and scholarships; Dana P. Whitmer, special assistant to the president, and Jack T. Wilson, dean for student life.

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## School survey

Some of the Oakland County public high schools with very high percentages of graduates going on to OU last fall were Rochester Adams (47 students or 8.78 percent of the graduating class), Lake Orion (41 students, 8.75 percent), Troy (21 for 7.24 percent of the graduating class, Rochester (30 for 7.80) and Athens (31 for 6.79 percentage).

Leaders from Macomb County public high schools were Eisenhower with 63 students or a total of 10.31 percent of the graduating class, Romeo (24 students for 6.0 percent), Stevenson (34 students for 6.25), and Utica with 16 students or 5.30 percent of the graduating class.

The enrollment drops of 16.6 and 12.2 percent predicted on the accompanying graph show a trend not unlike that predicted for the entire state of Michigan and for many others in the midwest and northern states, Beardslee says.

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## Bookcenter hours

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The Bookcenter's new hours of operation are:

Monday-Tuesday—8 a.m.-5 p.m.  
Wednesday—8 a.m.-7:30 p.m.  
Thursday-Friday—8 a.m.-5 p.m.  
Saturday-Friday—CLOSED

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## MBH award

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Meadow Brook Hall's historic preservation conference, "Planning for the Future of Large Homes and Estates," has been selected for a 1980 Creative Programming Award by the National University Extension Association. Dean Lowell Eklund, conference designer, will formally accept the award at the April annual NUEA meeting in San Diego.

The three-day conference, October 14-16, was a national "first" and the beginning of an association of managers/directors of major historic homes throughout the country. A second conference, to be hosted by Stan Hywer Hall, Akron, Ohio, is already scheduled for fall, 1980.

Harold Zepelin, psychology, is looking for some sleepy men and women, ages 40 to 48. Good pay and working conditions. Contact Zepelin if you are interested in participating in his sleep laboratory. 377-2300 or 377-2302.

Student telephone directories are now on sale.

Faculty and staff may order student directories through the mail by calling the Student Congress Office at 7-3097.

Directories are also available at the CIPO ricker office, Book Center, and Hamlin or Vandenberg reception desks.

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## Faculty notes

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Augustine K. Fosu, economics and management, is the recipient of a \$3,500 fellowship award from the OU Research Committee. Professor Fosu's research project is entitled "Fringe Benefits: An Efficient Form of Labor Earnings?"

Final probationary terms for two assistant professors and changes of status for two other faculty members have been approved by the OU Board of Trustees.

Employed in rank for final two-year probationary terms starting Aug. 15, were Mary H. Delton, chemistry, and Frederic B. Shipley, II, economics and management.

Two acting department chairpersons were named to serve Jan. 3 through April 24, 1980. They are Robert T. Eberwein, associate professor of English, and Kenneth M. Harmon, professor of chemistry.

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## African projects open

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Academic vice president and provost Frederick W. Obear invites inquiries on the summer team projects in Africa.

The eight-week programs are sponsored by Operation Crossroads Africa, Inc., a non-profit organization fostering international development and educational exchange. Faculty, administrative professionals, and students are needed.

The organization is in its 23rd year and the government credits the organization with providing the example that resulted in the creation of the Peace Corps.

To date some 6,000 persons have been sent to French and English speaking African countries to spend the summer

living and working with rural village communities.

The many projects range from road building to teacher education, from exploring alternative energy sources to establishing hospitals. The projects are sponsored jointly by Crossroads and various ministries of the African countries.

Both volunteer and leader positions are open. Interested persons should contact Crossroads Africa, 150 5th Avenue, N.Y., N.Y. 10011, or Provost Obear.

The organization will help accepted applicants to try and obtain necessary funding for the experience, if support is necessary.

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## Lots for lease

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To faculty and AP staff members—nine (9) buildable lots in the Meadow Brook Subdivision, including a newly platted lot, for construction of houses. Offers must be submitted by February 28, 1980. For further information, please call Addie Nowacki in the Business Office at 377-2240.

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## Band performs Feb. 24

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The Oakland University Concert Band has scheduled something to please the entire family at its free February 24 concert in Varner Recital Hall.

The 3 p.m. program includes the popular "Tubby the Tuba" with Detroit baritone David Gloff as narrator.

The band is under the direction of James Dawson, associate professor of music. The selections include familiar melodies like "La Procession Du Rocio" by Joaquin Turina and "Polka and Fugue" from the opera "Schwanda, the Bagpiper" by Jaromir Weinberger.

Soloist George Kleinsinger and Gloff will be featured in "Tubby the Tuba."

A highlight of the concert will be the performance of the "Concerto for

Trombone and Band" by Nicholas Rimsky-Korsakov. Soloist will be Steven DeDoe, a junior from Kalamazoo and one of the winners of this year's concerto competition at OU.

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## MB ball

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The Meadow Brook Ball Committee invites students, faculty, and staff to the annual Meadow Brook Ball to be held April 28 from 8:30 p.m. in Meadow Brook Hall.

Theme for the 1980 ball is "The Golden Years." Tickets at \$10 a couple go on sale March 10 at CIPO. The program will include tours of the hall and dancing.

# CALENDAR

## THURSDAY, FEBRUARY 21

- 3:30 pm James Graham, "Problems of Research in Tanzania," 4th Floor Lounge, Vandenberg  
8 pm "Five on the Black Hand Side," McCree Theatre, Varner Recital Hall  
8 pm "The Good Doctor," Studio Theatre  
8:30 pm "A Summer Remembered," Meadow Brook Theatre  
9 pm Brad Felt Sextette, Abstention Coffeehouse, OC

## FRIDAY, FEBRUARY 22

- 11:45 am Film, "The Glass Menagerie," Gold Room A & B, OC  
noon Films, "For the Love of Moon" & "The Concert," Art Lounge, OC  
6 pm Black Cultural Night, Vandenberg Hall Cafeteria  
6:30 pm "Midnight Cowboy," 201 Dodge  
7 pm Entertainment, Gold A, B, C, Arab & International Student Organizations, OC  
8 pm "The Good Doctor," Studio Theatre  
8:30 pm "A Summer Remembered," Meadow Brook Theatre

## SATURDAY, FEBRUARY 23

- 6 & 9:30 pm "A Summer Remembered," Meadow Brook Theatre  
7 & 9:30 pm "Fritz the Cat," 201 Dodge  
8 pm "The Good Doctor," Studio Theatre  
9 pm Dance, Gangster Ball, Crockery, OC

## SUNDAY, FEBRUARY 24

- 1 to 5 pm Tour, Meadow Brook Hall  
2:30 pm "The Good Doctor, Studio Theatre  
3 pm OU Band in Concert, Varner Recital Hall  
3 & 7 pm "Streets of Shame," 201 Dodge  
6 pm Open Gaming, Iron Kettle Annex, OC  
6:30 pm "A Summer Remembered," Meadow Brook Theatre

## MONDAY, FEBRUARY 25

- noon "Mysterious Dr. Satan," "Zorro's Fighting Legion" & "Flash Gordon Conquers the Universe,"  
Abstention, OC  
7:30 pm A presentation of Contemporary Japanese Poetry, Meadow Brook Art Gallery  
7:30 pm Men's Basketball, Northern Michigan University

## TUESDAY, FEBRUARY 26

- 11 am Workshop, Whales, Greenpeace Voyages, Exhibit Lounge, Pirgim  
8 pm Workshop, Whales, Greenpeace Voyages, Multipurpose Room, Vandenberg Hall  
8 pm Jazz Ensemble II, Varner Recital Hall

## WEDNESDAY, FEBRUARY 27

- noon Film Forum, "The Rose," Meadow Brook Room, OC  
2:15 pm Biological Sciences Seminar Series, William Pratt, 235 Hannah Hall  
7 & 9:30 pm "Clockwork Orange," 201 Dodge