



OAKLAND UNIVERSITY

News

104 North Foundation Hall
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A publication for faculty and staff

February 21, 1992

Festival Programming Now in Hands of Brass Ring

Scheduling for Meadow Brook Music Festival concerts is now the responsibility of an outside promoter.

The university Board of Trustees has agreed to allow Olympia Arenas, Inc./Brass Ring Productions to assume responsibility for the day-to-day operation of the festival as of March 1. The agreement includes scheduling, promotions and operation of the box office. The university has not sold the festival grounds, but it has removed itself from the administrative end of festival operations.

The university also will allow Brass Ring to seek a state Class C liquor license (beer and wine) for the festival. The agreement does not hinge on approval of the license, however.

As agreed, Brass Ring will operate the festival for the next three seasons. It will then have an option to renew the contract for another five years.

In exchange for scheduling concerts, Brass Ring will pay the university \$200,000, or 6 percent of ticket sales, whichever is greater.

The board's decision February 12 was seen as a means to turn around financial losses incurred by the festival. Since 1988, the festival has lost \$1,042,000. Meadow Brook ad-

ministrators have said the losses were due to increased competition and poor weather. Combined with losses in Meadow Brook Theatre, the total deficit from those two cultural enterprises tops \$1.2 million.

Main points of the agreement are that:

- The university will maintain final approval of all performers Brass Ring selects.
- The Detroit Symphony Orchestra is not excluded from performing at Meadow Brook. Brass Ring is now working with the orchestra to establish a performance schedule for this summer.
- The university does not give up the right to schedule its own cultural attractions. The university will also continue to rent the festival for high school graduations and other events.

Brass Ring is part of the company that operates the Fox Theatre and Joe Louis Arena in Detroit. It has presented some concerts at Meadow Brook since 1981.

James Lites, vice president of Olympia Arenas, Inc./Brass Ring, said his company "cherishes the thought of being associated with the university." He said Meadow Brook would be a "nice fit" for his organization.

Lites alluded to capital improvements his

firm will make on the festival grounds. It is not yet clear what those will be, but if the agreement with Brass Ring is terminated in the future, the improvements will revert to the university.

Board members said they liked the fact that Brass Ring intends to maintain the atmosphere Meadow Brook has promoted for 28 years. It is Brass Ring's intention, they said, that the change will be on the administrative end, and that patrons need not be concerned with the difference.

Interim President John De Carlo said that on the university's side, not all staff positions associated with the festival will be retained. He said it is his hope that persons affected can be reassigned within the university.

Board members emphasized the relationships the university has established with volunteer support groups will continue. The university plans to continue to develop its festival garden project, and other needs must be met that volunteers have supported in the past.

De Carlo said that the decision to turn over the scheduling to Brass Ring does not mean the university will merely be a disinterested landlord. The festival, he said, will remain an

important part of the university's cultural enterprise.

"The festival and the theatre should not be a financial drain on the university," De Carlo said. "These programs should, and can be, as they have in the past, be extensions of our public service effort bringing prestige and positive notoriety to the institution. They should be the bases for developing relationships in the community which will be supportive of not only the festival and the theatre, but more importantly the institution's academic programs."

De Carlo added, "Let me state very clearly that in our recommendation, the university will be involved in the programming of the festival. We are not proposing that we will assume the posture of a mere landlord. There will be a critical need for continued support by the Meadow Brook Festival and Theatre Executive Committee, and the many volunteers who are involved in these efforts each year."

Trustee Andrea Fisher abstained because her law firm does work for Olympia Arenas.▼



Presidential candidates Luis Proenza and Sandra Packard addressed the university community at faculty forums in the Oakland Center. The well-attended events gave interested persons a chance to ask questions about issues that concern them.



Fish Story: Zebra Mussels May Have Met Their Match

The much-maligned zebra mussel could turn out to be a blessing for commercially valuable Great Lakes fish like the yellow perch.

In a cooperative effort, Oakland University biologists have teamed with the Michigan Department of Natural Resources Fisheries Division to discover the effects of the zebra mussel on bottom-feeding fish like the yellow perch.

Sarah Rautio, a graduate student, is supported by a \$24,000 grant from the DNR for a two-year study. She is assisted by marine biologist Doug Hunter, her thesis adviser.

"We will be comparing the growth of yellow perch in cages with and without zebra mussels," Rautio says. One positive outcome might be that "zebra mussels create conditions that are ideal for the proliferation of perch food organisms and benefit the perch population as a result."

Hunter says preliminary work does seem to indicate that the presence of zebra mussels enhances rather than hurts food conditions for the yellow perch.

Robert Haas, a DNR fish research biologist, says the yellow perch is of particular interest in this venture. "As a testament to their importance, they (yellow perch) now bring retail prices from \$2 a pound in the round to \$9 a pound for fillets, making them one of the highest valued sources of protein on the market."

Hass says recent trends in most areas of the Great Lakes have been toward depressed yellow perch populations, probably due in large part to degraded lake-bottom communities or organisms. He explains that any significant changes in the bottom community will have an impact on yellow perch.

The DNR is concerned because some fish species already seem to be responding to the changes caused by the presence of huge numbers of mussels. Hunter says that mussels continuously filter particulate matter from the water, and it is presumed that they will have a direct impact on the aquatic food chain in those areas where mussels are found in great numbers.

Hunter and Rautio say that while there has been much speculation on how zebra mussels may affect fish through plankton, or small floating aquatic plants and animals used for food.

However, less study has been given to potential changes in variety and density of the bottom-dwelling organisms. It is this commu-

Answers Flow Freely at Candidate Forums

The first two presidential candidates meeting the faculty and staff at open 90-minute forums revealed some of the ideas they would like to carry out if selected Oakland's next chief executive.

Luis Proenza, vice chancellor for research and dean of the graduate school at the University of Alaska-Fairbanks, and Sandra Packard, provost and vice chancellor for academic affairs, and professor of curriculum and instruction at the University of Tennessee at Chattanooga, both said they see Oakland on the verge of national prominence in higher education.

Proenza outlined his views for taking Oakland to the next level as a research institution, saying he would like to see Oakland achieve a greater presence in fund-raising circles in Washington. To do so, he said, will require OU to become "competitively excellent."

The candidate described himself as an administrator who believes in full participation by the university community in setting goals, but one who will surround himself with persons who can carry out his wishes "to make it work."

Proenza said he thinks Oakland needs to concentrate on certain academic programs to gain national recognition. He noted that although the University of Alaska is small, its environmental science program is ranked ninth in the country and it is ranked in the top 100 in research and development funding.

"National distinction at certain levels is possible, as is national recruitment of some students," Proenza said.

Proenza described himself as an open administrator, as one who sees anyone who makes an appointment and as one who returns all phone calls. "Everybody is poten-



Abe Liboff, physics, asks a question of one of the candidates.

Board Interviews Set

In this issue, comments by candidates Luis Proenza and Sandra Packard are included. They made their statements at the public faculty forums.

Deadline constraints make it impossible to include comments from candidates Richard S. Meyers and Claire Van Ummersen in this issue. Their sessions were held earlier this week, but will be reported in the March 6 issue.

The four presidential candidates will be interviewed by the Board of Trustees at a single public meeting on March 3.

The interviews begin at 8 a.m. in Oakland Center Gold Rooms B-C. The session is expected to run until 5 p.m.▼

tially the source of good ideas," he commented.

Proenza said his first priority would be to walk around the university and get to know the faculty and staff, to get to know "the threads and currents" of the campus. He added that he sees himself as being a president who would be off campus a good deal of time, either in Lansing or Washington in search of external funding.

One lighter moment occurred when Proenza said he wanted to know if the campus was ready "to be challenged, to go to the next step." From the audience, a faculty member responded, "We've been ready for 20 years."

Packard said she carefully reviewed materials about the university, spoke to numerous people and came to a conclusion about the quality the next president should have. "You want someone who can walk on water, and not just in the winter when it freezes," she quipped.

Her assessment of Oakland, she said, was that it needed a president who could focus on what the university should be doing, then find ways to fund those programs adequately. Programs must be offered that incorporate new technology on and off campus, and students must be recruited who reflect a multicultural, multinational and multiethnic mix, she added. A question Oakland must ask, she said, is "who do you wish to serve and are you serving them in the way you wish to serve them?"

Packard said for the university to move toward those goals, it must make it indispensable to the community. "You should have close ties with a community that is willing to support you," she said.

Packard said the university must stress that

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Get Out and Play!

Multimedia Computer Equipment Intended as Hands-On Fun, Education for Faculty

Don't be surprised if you hear professors say they're going to play in the sandbox.

It's not that they've snapped from the rigors of academic life, they're just learning how to use some new computer equipment over in 232 Dodge Hall.

The Multimedia Exploration Center has been established as a resource for the faculty and staff to use computer programs stuffed with audio and visual wizardry. An adjacent room, dubbed the sandbox, is for exploring and creating on one's own.

Bob Robinson, executive director of computer and information systems, says the IBM computers and related hardware "will manipulate sound, graphics and imagery, in-

cluding photographs and TV signals, in a way that makes them an instructional package."

Four computers have been set up in the training room in 232 Dodge. They are available by appointment or whenever regular training classes for other computer programs are not held. "It's meant to be a room where the faculty can bring course work in and try it out," Robinson said.

At the heart of each workstation is an IBM computer with built-in compact disc drive. Also available are Pioneer laser disc players, microphones for adding your own voice, a hand-held scanner, plus some sophisticated software programs that allow users to manipulate images and sound and incorporate illustrations.

Once a person gets the hang of the system, there are virtually no limits as to what can be created. The laser disc and the CD drive can be used to extract images and sounds. An instructional program could be assembled with moving images, or stills. A professor could add his or her own voice to the program. For those who want to venture further, a self-running program could be created that includes questions with a choice of answers for the user to choose from. A correct answer would advance the user, a wrong answer could be set up to provide further instruction.

In addition to the four computers in the Dodge lab, three have been set up in other offices where they are being tried out. Robinson said he hopes to add more computers later.

"This technology has proven itself in a training environment," Robinson says. "But it has not proven itself yet at the higher-education level for general education."

Robinson hopes instructors will try the equipment to find the best ways for it to be used, then share that information with colleagues.

Robinson sees three paths for users to fol-

low so far. The equipment can create self-contained lessons for "computer-assisted" learning. Secondly, with the help of the Instructional Technology Center, a computer could be connected to a three-beam projector for an entire class to see a lesson. Finally, he says, the day may come when students create high-tech term papers.

Robinson said there is a philosophical question for the faculty to consider. That is, does the technology dehumanize learning by taking out some of the human element, or does it expand the mind by opening new avenues of exploration?

The key will be whether the faculty tries the equipment. Manuals for the software are available, but staff support to lead users along is not.

"When I say sandbox, I mean get in there and play. We'll give you the buckets and sand, but we can't provide the staff support," Robinson says.

Robinson bought the equipment with funds provided by IBM. Donors to Oakland who work for IBM were eligible for matching gifts on a five-to-one basis. That money paid for the hardware and the software.▼

Black Awareness Months

March 2

Artist Vanessa Johnson-Dugan will display *Black History Through Memorabilia*, 11 a.m.-4 p.m., OC Lounge II. At the end of the day, a discussion of the pieces will be held.

March 3

Documentary film, part six, *Eyes on the Prize*, noon-1 p.m., OC Exhibit Lounge.

March 4

Panel discussion, *Roots of Racism*, noon-1:30 p.m., OC

Gold Room A. ACE-NIP and the Black Faculty and Staff Network sponsor the event.

Game, *African-Americans in Physical Therapy*, with Faye Cobb, 6 p.m., 121 Vandenberg Hall.

Reggae Night, 8-11 p.m., OC Abstention.

March 6

Oratorical contest, noon-1 p.m., OC Fireside Lounge.

Alpha Kappa Alpha Dance, 8 p.m.-1 a.m., OC Crockery.

March 9

Closing awards ceremony, noon, OC East Crockery.

Perch

(Continued from page 1)

nity upon which bottom feeders like perch rely for food.

Rautio's project began last fall in an experimental pond behind the DNR Fish Research Station in Mt. Clemens. Haas, station director, developed the idea in early 1991 and supervised the pond construction.

This summer, Rautio will work with several fish cages containing different combinations of zebra mussels and yellow perch.

Another player in the zebra mussel/fish drama is the freshwater drum, or less-than-prized sheepshead. The sheepshead will be

another test species this summer because "the larger ones consume zebra mussels," Hunter says. He predicts that "it is likely that in the not too distant future, the numbers of zebra mussels will decrease due to adjustments in the natural community to the present unusual situation. The sheepshead will probably play a role in this process because the larger ones feed readily on zebra mussels."

Hunter says there is no data yet to suggest that the sheepshead population will increase because of this new, currently abundant food source.▼

— By Jim Llewellyn

Presidential Candidates

(Continued from page 1)

a good community needs a good educational institution, and she suggested that faculty members become more active in speaking to organizations. She also noted that the university must assess whether it meets the educational needs of the market.

"Who do we wish to serve, and are we serv-

ing them in the way in which we wish to serve them?" she asked.

A higher community profile would also result in more giving to the university, Packard said, and result in more collaboratives with business and industry. She said the university needs to engage in "friend-raising" activities.

Packard said that in her role as president, it would not be her responsibility to inti-

mately understand every discipline, but to rely on department heads and deans to give her the information she needs to articulate Oakland's strengths.

The candidate offered that she helped promote on-campus research by developing a formula for distribution of grant funds received for indirect costs. Half goes to the general fund, 40 percent to the department gen-

erating the research, 5 percent to the dean and 5 percent to the grant's office. Faculty members also receive release time to write grant proposals.

Asked why she wanted to become president, Packard joked, "God knows!" She added, "If you've participated in the World Games, you want to go on to the Olympics."▼

Columnist to Offer Views on Peace Plans

An Israeli newspaper columnist will give his opinions on *Peace Plans, Old and New* in a noon lecture March 11.

Avner Regev, columnist, commentator and analyst for *Al Mishmar*, an Israeli newspaper with liberal leanings, will speak in the Oakland Center Fireside Lounge. His visit is presented under auspices of the Jewish Students Organization/Hillel.

Regev is a frequent lecturer before the Israel Defense Forces and the police, and is the former director of the Jewish-Arab Institute at Beit Berl, Israel.

Regev held various positions with the Ministry of Defense from 1963-79. He participated in negotiations with Egypt following the Camp David Accord.

Lecture cosponsors are the Center for International Programs, the Department of Sociology and Anthropology, the Department of Political Science, the Honors College, CIPO, University Student Congress, the Student Program Board, College Republicans and Democrats at OU.

For details, call 370-4257.▼

The Campus Register

Faculty and Staff Notes

Items about professional activities or honors may be sent to the News Service, 104 NFH. They appear as space permits.

Presentations

AUGUSTIN K. FOSU, economics, presented a paper, *Regional Differences in the Labor Force Participation of Married Women in the U.S.*, at the 66th annual conference of the Western Economic Association International in Seattle. He presented *Implications of Political Instability for Export Performance in Sub-Saharan Africa* at the annual conference of the Allied Social Science Associations (African Finance and Economic Association Section) in New Orleans.

Publications

ROBERT J. GOLDSTEIN, political science, has published two articles. *The Limitations of Using*

Quantitative Data in Studying Human Rights Issues appears *Human Rights and Statistics: Getting the Record Straight*, a book edited by THOMAS JABINE and RICHARD CLAUDE and published by the University of Pennsylvania Press. *Political Repression in Modern American History: A Selective Biography*, appeared in the fall issue of *Labor History*.

AUGUSTIN K. FOSU, economics, wrote *Capital Instability and Economic Growth in Sub-Saharan Africa* for the October issue of the *Journal of Development Studies*, which is published in England. His article, *Occupational Mobility of Black Women, 1958-1981: The Impact of Post-1964 Anti-discrimination Measures*, appeared in the January issue of the *Industrial and Labor Relations Review*. It is published at Cornell University.

Conferences

AUGUSTIN K. FOSU, economics, organized

and chaired an African Finance and Economics Association session on *Determinants of African Economic Performance*. It was held at the Allied Social Science Associations annual conference in New Orleans.

Honors

PAMELA MARIN, continuing education, has joined the National University Continuing Education Association Region IV Committee on Committees as the Michigan representative.

ROBERT GAYLOR, Kresge Library, has been appointed to the Wayne Oakland Library Federation Board. The nine-member board sets policy for the cooperative, which includes libraries in Wayne and Oakland counties. Gaylor will become president of the Oakland Bar-Adams Pratt Foundation, which is an arm of the Oakland County Bar Association. The foundation provides monetary support to organizations that further the justice system in Oakland County. He will be the first nonlawyer president of the board.

Jobs

Details about job opportunities are available at the Employee Relations Department, 140 NFH.

- Senior systems programmer, AP-11, Office of Computer and Information Systems.
- Supervisor, AP-8, Office of Student Accounts.
- Clerk I, C-3, School of Nursing.

Nominations

Research Excellence Award

The University Research Committee seeks nominees for the Oakland University Foundation Research Excellence Award.

The award-winner is selected annually from one of three categories that rotate on a three-year cycle. This year the recipient will come from the social sciences/humanities. In 1993,

the natural sciences will be featured and in 1994, the professional schools. The winner will receive a \$2,500 stipend at the fall commencement ceremony.

Eligible this year are scholars from art and art history; history; English; library and information science; linguistics; modern languages and literatures; music, theatre and dance; philosophy; political science; psychology; rhetoric, communications and journalism; and sociology and anthropology.

Candidates may nominate themselves or be nominated by others. Letters of nomination should include descriptions of the quality of the candidate's work, level of peer acceptance, national or international reputation, and information that clarifies the value of the candidate's contributions to the field.

Nominations must include the candidate's curriculum vita, including a list of the person's research accomplishments, and one representative sample of the researcher's work.

The deadline is March 11. Nominations should be sent to Brian Goslin, chair of the University Research Committee, Office of Research and Academic Development, 370 SFH.

Reaching Us ...

The *Oakland University News* is published every other Friday during the fall and winter semesters and monthly from June-August. Editorial offices are at the News Service, 104 North Foundation Hall, Oakland University, Rochester, MI 48309-4401. Copy deadline is noon Friday of the week preceding the publication date.

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- RICK SMITH, Publications Department photographer, 370-4341

Faculty Personnel/Grant Decisions

Recent personnel actions within the faculty and grants for research approved by the Board of Trustees on February 12 include the following items:

Honorary Appointments

- Qun Chen, adjunct instructor in medical physics.
- Jae Ho Kim, adjunct professor of medical physics.

Leave of Absence

- Wilma R. Garcia, associate professor of rhetoric, communications and journalism, sabbatical from September 1 through December 18.

Resignation

- David N. Cooper, associate professor of education and director, Ken Morris Center for the Study of Labor and Work, effective December 20, 1991.

- Joseph A. Klaitz, professor of history, effective December 31, 1991.

Research Grants

- To Doug Hunter, biological sciences, \$60,156 from the Michigan Great Lakes Protection Fund as a continuation of an award to study *Zebra Mussels: A Sink for Great Lakes Contaminants and a Model System for Uptake and Metabolism of Selected PCB Congeners*.
- To Michael Sevilla, chemistry, \$81,873 from the National Cancer Institute as a continuation of an award for support of *Radiation Induced Sulfhydryl Autoxidation and the OER*.
- To Janusz W. Laski, engineering and computer science, \$25,627 from the National Science Foundation as a continuation of an award for *RUI: Data Flow in Software Teaching Verification*.

Quote

"He writes so well he makes me feel like putting my quill back in my goose."

— Fred Allen

Bits & Pieces

Panel to Discuss Racism

The campus chapter of ACE/NIP and the Black Faculty and Staff Network will sponsor a panel discussion on *The Roots of Racism* at a luncheon on March 4.

Indra David, associate dean, Kresge Library, will moderate the panel. Discussants will be Monifa Jumanne, director of special programs; Victoria Blackmon, manager of employment; and Carolyn Campbell, assistant professor, sociology and anthropology.

The program will run from noon-1:30 p.m. in Oakland Center Gold Room A. The luncheon price is \$6.35. Call 370-3496 to register.

Tips You Can Grow On

Mark June 6-7 on your calendar if you want to get the real dirt on the gardens at Meadow Brook Hall.

The hall and the Metropolitan Detroit Landscape Association will join forces for the first Meadow Brook Landscape and Garden Show. Visitors will be able to stroll the lawn and pick up tips on how to create what they see. Demonstration gardens will be planted and horticulturists will be on hand to answer questions. Guest speakers will address landscape topics useful for homeowners.

The show will inaugurate the ongoing restoration and reconstruction of the grounds.

Around the World in the OC

Can't make it to Europe, Africa, the Far East or points elsewhere? The annual International Night will help you get a taste of what you're missing.

The event from 7-10:30 p.m. March 28 in the Oakland Center Crockery will bring students, faculty and staff together to sample the food and culture of foreign lands.

International Night includes a fashion show, cultural songs and dances and ethnic food from countries around the globe.

Tickets go on sale March 16 in the OC. They are \$4 for students and \$6 for faculty, staff and guests. The International Student Organization is sponsoring the program. For additional details, call Iris Johnson, assistant dean of students, 370-3352.

'Angels' Fly at Half Price

A block of half-price tickets is available for *City of Angels*, the 1990 Tony Award winner for best musical.

The performance will be at 7:30 p.m. April 19 (Easter) at the Fisher Theatre. Half-off prices are \$21.50 for main floor, \$16.25 for lower balcony and \$12.50 for upper balcony.

For details or to reserve a seat, call ticket guru Pat Nicosia at 370-2370.

Learn to Play Golf ...

Potential golfers can sign up for classes at Lepley Sports Center.

The Athletic Department is again offering eight-week sessions for beginners, intermediate-level golfers and those who consider themselves advanced players. (If you begin the round with a dozen golf balls and come back with 11, you're probably advanced.)

Classes will meet from 5:30-6:30 p.m. under the watchful eye of George Wibby. Classes begin March 3 for the advanced, March 4 for the intermediate golfers and March 5 for the beginners. Classes are limited to 15 persons. The cost per class is a skimpy \$20.

For details, call 370-3190.

... Or Join a Golf League

The Women's Golf League is looking for members for the coming season.

Members of the faculty and staff interested in playing on Tuesday evenings from May 5-September 1 should call Jean Werschling, 370-4370, or Sue Smith, 370-4220.

Say Hello to Your Local Tribologist

The auto industry and engineers in the esoteric field of tribology are out to double mileage durability of gasoline and diesel engines.

Professor Gary Barber says goals are up to 200,000 miles of life for gasoline engines and one million miles for diesels, both double current standards.

Tribology comes from the Greek word *tribo* (rubbing). The new word was actually coined by British engineers in 1965, accepted, and is defined in the dictionary as "the study of the phenomena and mechanism of friction, lubrication and wear of surfaces in relative motion."

Tribology is hot now, Barber says, "because of the drive for more reliable engines, better fuel economy and clean-air standards." More efficient lubricants and less oil burned in cylinders can mean fewer emissions, he explains. In addition, Barber says the prototype autos powered by alternative fuels have shown greater wear rates than gasoline or diesel, increasing the interest in finding ways to reduce friction and wear.

Barber has a \$24,000 grant from Eaton Corp. and uses a simulation device he has developed there to study problems with valves and valve seat wear. The scientist first

worked with an Eaton team in 1987 when he taught at the University of Massachusetts.

The OU engineer also works with Detroit Diesel in a study of piston rings and cylinder



Gary Barber, tribologist, studies ways to make car engines run longer.

Rodwell's Efforts Helped Bring in \$27 Million Sorry, Dave, You Don't Get to Keep the Cash

Sometimes getting to Oakland is easier than leaving.

Ask David Rodwell, vice president for development and alumni affairs, about that. Last May he announced he would retire in October.

Ah, how nice it would be to take it easy.

Then came some administrative changes at the university and he agreed to stay through December.

Ah, how nice it would be to take it easy.

Changes took a little longer than expected to settle, and Rodwell agreed to stay through February 28.

This time, Rodwell is leaving, barring the ground opening up or an invasion from interplanetary forces. He's almost got his bags packed for him and his wife Kate to head to Houston.

Leaving the university, where he has worked since February 1984, will not be especially easy. During that time he has begun a number of projects and established countless friendships with donors and university volunteers. In his role at Oakland, Rodwell has been responsible for coordinating all donor programs and overseeing the alumni relations efforts. He has had a direct hand in raising more than \$27 million in private gifts.

"The people you work with in public relations and philanthropy are exceptional," Rodwell says. "It has been very rewarding."

That's not to say that it has been easy. When he arrived, the university was poised to start its first capital campaign. That meant putting a development staff together and taking the university fund-raising in new directions.

Back then, name recognition was a problem. Not for himself, for the university.

"We had to explain the difference between

Oakland University and Oakland Community College," he recalled. "We had to connect a prospective donor's knowledge of the theatre, festival and Meadow Brook Hall with the university. Now people know more directly what Oakland University is."

What Rodwell understood from his years as a professional fund raiser is that donor relations is a long, ongoing process. The hardest part, he said, is not in asking for a gift, but in the time it takes to nurture a relationship.

"People in fund-raising used to say it takes 10 to 12 months to bring a gift in," he explained. "Now it's something like 22 to 24 months. Ninety percent of the work is in the cultivation and organization and 10 percent is in the actual 'ask,'" he says.

Effective donor relations rely on identifying prospects and getting them involved in the university. "You have to come up with ingenious ways for people to connect," he says. "All real giving is emotional. Real gifts come from the heart."

Rodwell says he finds that once prospective major donors learn about the university, they get involved. That may mean committee work, or donating smaller gifts at first. A donor who says no, Rodwell says, is actually asking what else might he or she do. He says it's the job of the development officer to match the interests of the donor with programs at the university.

Another contrast from 1984, Rodwell says, is that Oakland has a stronger reputation with civic and business leaders. They serve on various advisory boards and on the Oakland University Foundation Board of Directors. Rodwell is also executive director of the foundation.

The directors, Rodwell says, "are business and community leaders who care very much

walls. This simulation device is installed at OU and was developed as part of his doctoral work at the University of Michigan.

In addition to his experimental work, Barber has also done some theoretical studies in an attempt to predict the exact amount of oil film thickness needed between the piston and cylinder wall.

He says the field of study shows great promise for the auto industry and that the government is interested as well, particularly in developing a new lightweight diesel with a high power-per-pound ratio. The government goal is piston rings with a 4,000 pound per square inch capability, double the current ratio. No piston has been found to date that will meet those specs, he says.

Barber predicts the answers in his field of research will rest with both improved lubricants and with use of "super alloys." He says the lubricant question may be more important overall in the piston problem, while super alloys would come more into play in the valve and valve seating areas.

Barber holds a doctorate in mechanical engineering from the University of Michigan. He was a visiting assistant professor at OU for one year until joining the faculty full time last fall.▼

— By Jim Llewellyn

about education. They're a great asset of this institution."

The strength of Oakland's reputation has made it possible now for the university to seek gifts in the \$1 million range, without feeling uncomfortable about it.

"A million-dollar gift is no longer a fantasy; it's respectable to give a gift like that to OU." Rodwell secured two \$1 million gifts during the capital campaign, plus a \$1 million pledge from the Alumni Association.

Rodwell gained his experience in fund raising at Rice University in Texas and Berry College in Georgia. Those years in the South gave him a slight accent, but his true roots are still there, as he found out.

Rodwell tells the story of a time he attended a dinner party in Georgia. A guest asked where he came from and he told her about living there in Georgia. Before that, she wanted to know. He mentioned Texas. Before that, she persisted. Finally, she asked where he was born. New York state, he answered. "Yankee!" she shouted.

Now the Yankee is heading back to Houston, where he'll find the time to polish his accent.▼

Alumni Mentors Help Business Administration Students

The School of Business Administration is starting the year out with a program that involves both students and SBA alumni.

A mentoring program enables students interested in particular careers to meet with volunteer alumni who serve as role models, advisers, friends and resource persons. Information about the world of business gained first-hand from the alumni can be extremely valuable to students entering their field of study.

Students and alumni are matched by their similarities of interests and career goals obtained from a short survey. Mentors come from a variety of backgrounds, offering a range of life experiences for the student to learn from.

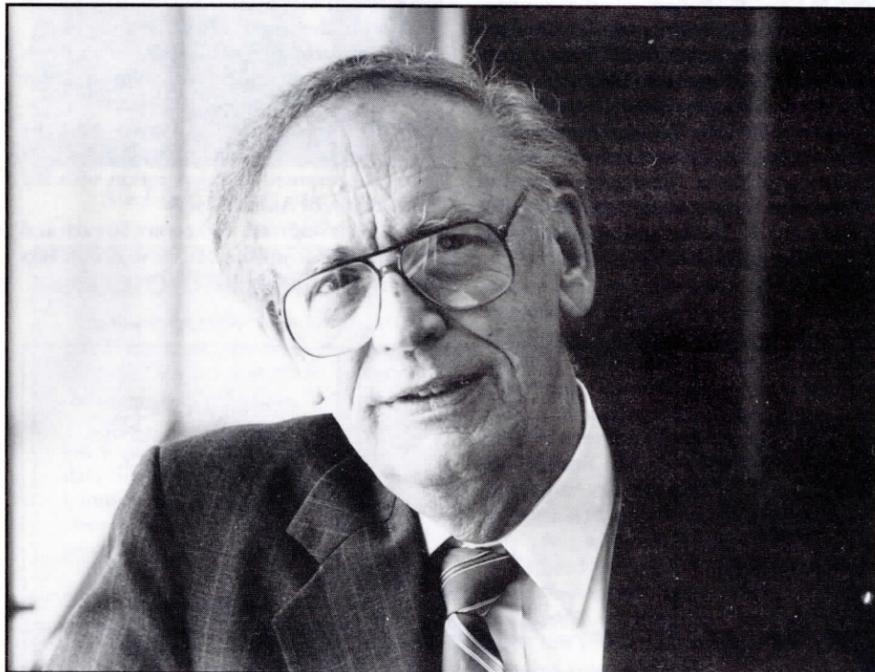
Volunteering professionals come from such corporations as Saks Fifth Avenue, EDS, First of America, Michigan Bell, UNISYS, GMAC, K mart and Ford.

Julie Dziekan, MBA Program administrator, says the program "not only helps the student gain important contact with outside sources, but helps them to learn the appropriate courses of action that are vital for networking."

Alumni are also on the receiving end from this program. "It's a chance for alumni to give something of themselves back to the community and to Oakland University," Dziekan.

The new mentoring program began January 23, but there are still mentors available for students. Scheduling is left up to the student and his or her mentor.

Additional information about the mentoring program is available from the Office of Alumni Relations, 370-2158.▼



David Rodwell retires February 28 as vice president for development and alumni affairs.

Meadow Brook Expects a Hit from 'Cobb'

One of the greatest players in baseball history takes a few swings at his detractors in *Cobb*, the current play at Meadow Brook Theatre.

Lee Blessing's story about Detroit Tigers legend Ty Cobb concentrates on the personal bitterness Cobb endured during his lifetime. Cobb played all but one of his professional seasons with the Tigers.

Cobb was the first player inducted into the Baseball Hall of Fame. He had a lifetime batting average of .367 and 4,197 hits. His record of 96 stolen bases in a single season lasted for 47 years. His record for being thrown out of 38 games in one season (1915) last much longer, until 1982. For the first three decades of the 20th century, Cobb led the field in hitting, base stealing and run making. He played with the Tigers from 1905-20 and was a player-manager from 1921-26.

In the play, Cobb accuses the audience of trying to forget him. His life story is pieced together by three characters representing different stages of Cobb's life: the 20-year-old "Georgia Peach," the 40-year-old Ty and the 70-year-old Cobb. The characters represent different sides and memories of the complex ballplayer.

Cobb's thoughts are interrupted by black ballplayer Oscar

Charleston. Charleston was nicknamed "Black Cobb" because of his fierce playing ability and volatile temper in the Negro League. Cobb and Charleston never faced each other on the playing field.

According to Blessing, "My play is more about Ty Cobb than baseball. He was a very, very bitter man. But he was driven to be the best." Blessing's other works include *A Walk in the Woods*, which Meadow Brook produced in 1990.

Stephen Daley plays Mr. Cobb, the oldest of the three Cobbs on stage. He was Eddie in Meadow Brook's *A View from the Bridge*. Michael James Laird returns to Meadow Brook as the middle-aged Ty. He was Jack in *The Boys Next Door* and *Honeyman* in *A Walk in the Woods*.

Eric Hissom will appear as The Peach, the 20-year-old Cobb. He was Barry in *The Boys Next Door* at Meadow Brook.

As Oscar Charleston, Daryl Edwards makes his Meadow Brook debut. He has appeared in a variety of theatrical productions, as well as in films and television.

Director John Ulmer has directed more than a dozen other shows at Meadow Brook, including *The Boys Next Door*, *A Midsummer Night's Dream*, *The Adventures of Scapin*, *Of Mice and Men* and *Cyrano de Bergerac*.

Ticket information is available by calling the theatre box office at 370-3300. Certain discounts are available for university employees. *Cobb* runs through March 8. ▽



Michael James Laird, Stephen Daley and Eric Hissom, from left, portray Ty Cobb. Daryl Edwards, top, plays Oscar Charleston.

Bad Economy? Alums Come Through for TeleFund

The last nickels and dimes have been counted, and it turns out that the fall TeleFund '91 surpassed its \$195,000 goal.

The fund raiser hit \$196,428, a 7 percent increase from the \$182,961 pledged in 1990. Anne Engle, assistant director of annual giving, said that although the number of donors was down 1 percent to 4,176, the average gift was up 8 percent to \$47.03.

The increase follows an impressive trend that alumni have established. Since 1983, alumni giving has increased 233 percent.

Engle said TeleFund figures are especially encouraging because fewer nights of calling were made last fall than in 1990. TeleFund relied on five to 10 faculty and staff volunteer callers each night, plus a core group of 10 paid student telemarketers. Five Alumni Association Board of Directors members helped each week, too.

"The TeleFund prospects were alums who have given in the past 10 years and recent graduates of the past eight years," Engle said. "Because of the trained student callers, we were able to contact more new graduates than ever before. This is vital if we are to continue to develop our donor base."

The TeleFund callers actually reached 55 percent of the approximately 30,000 alumni. The industry standard is a 50 percent success rate. Of all prospects reached, half made a pledge. The previous year's pledge rate for OU was 44 percent.

Challenges from the Oakland University Foundation helped spur alumni to make pledges. The foundation offered a three-to-one

match for all first-time donors. The matching money was designated for Kresge Library. Additional matches were offered for repeat donors: one-to-one for gifts of \$25 to \$99 and two-for-one for gifts of \$100 or more.

TeleFund's success in increasing overall giving and the size of the average gift is attributable to having trained student callers, Engle explained. Paid callers meant less time spent training callers, and once the students learned the routine, they were able to polish their skills and gain confidence.

Engle said the help of the faculty cannot be understated. "Nothing is more effective in increasing annual pledges than a call each year from a respected faculty member, such as Bill Macauley, Bob Stern or one of the many others who volunteered their time," she said. "I appreciated the help of all the faculty."

Another indication of TeleFund's success was the number of persons who gave at gift club levels. At the Century Club level (\$100-\$249), 571 persons contributed, topping the goal of 349.

At the Dean's Club (\$250-\$499), 144 persons contributed. The goal is 395 members by June 30. In the University Associates category (\$500 through President's Club level), there were 44 donors; the goal is 92. Engle noted that additional fund-raising efforts, including mini-TeleFunds for employees of certain corporations, will continue this spring.

Engle pointed out that efforts by Gregg Bloomfield, Century Club chairperson and

managing director of Meadow Brook Music Festival, went a long way toward beating the membership goal by such a wide margin.

Bloomfield contributed Paula Abdul concert tickets as incentives for the student callers. He also dropped by John Dodge House each week to encourage the callers and to explain the benefits of their efforts for the university.

"As a result of his efforts, we have exceeded the membership goal for 1991-92 by 222 members. This is amazing," Engle said.

Others who contributed prizes to spur on callers were the MSU Federal Credit Union, Meadow Brook Theatre, the Athletic Department, Quality Lubrication and Oil Change Center and the Holiday Inn of Auburn Hills. ▽

Storyteller to Weave Children's Tales at Meadow Brook

Storyteller Jackie Torrence will spin some yarns in the next Saturday Fun for Kids series at Meadow Brook Theatre.

The 11 a.m. February 29 program is sponsored by the theatre and music festival.

Torrence overcame a childhood speech impediment and started telling stories in 1972 as part of her job as a librarian. She soon found herself on the road 280 days a year. She has six award-winning albums, three award-winning television shows and a solid touring schedule to her credit. She has performed at the Kennedy Center, the Lincoln Center and at Wolftrap.

A typical performance includes a Jack Tale, which is a mountain tale with origins in Elizabethan England, ghost stories learned from her grandparents, and a Brer Rabbit story set in the woods of the deep South.

The performance will last about an hour. It is not recommended for children under age 3. Doors will open at 10:30 a.m.

Torrence's visit is sponsored by Volkswagen-Audi. The Saturday Fun for Kids series is presented in cooperation with the Holiday Inn of Auburn Hills.

Seating is reserved. Tickets are \$6 each and are available from the Meadow Brook box office at 370-3300. ▽

Annual Sigma Xi Lecture Looks at Potential Benefits in Marine Life

An expert on marine biotechnology will deliver the annual Sigma Xi lecture on campus.

Rita Colwell, president of Maryland Biotechnology Institute at the University of Maryland-College Park, will speak from noon-1 p.m. March 3 in 202 Dodge Hall.

Colwell will speak on *Promise and Potential of Marine Biotechnology*. She will describe a global view of marine biotechnology. She will describe the new frontiers and discoveries

from marine exploration, including anticancer drugs and pharmaceuticals from marine creatures, such as coral and bacteria.

The speaker is a presidential appointee to the National Science Board and president-elect of Sigma Xi, the national scientific research society. She is a former president of the American Society for Microbiology. She has authored 12 books and approximately 400 scientific publications. ▽

Events

- FEBRUARY**
 Until March 8 — Play, *Cobb*, times vary, Meadow Brook Theatre. Admission. Call 370-3300.
 22 — Women's and men's basketball with Wayne State, 5:30 and 7:30 p.m., Lepley Sports Center. Admission. Call 370-3190.
 25 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Faculty Lounge. Free. Call Victoria Blackmon, 370-3480.
 26 — Women of Oakland University Brown-Bag Luncheon Series, *Hand-Writing Analysis*, noon-1 p.m., Oakland Center East Crockery. Free.
 29 — Saturday Fun for Kids Series with storyteller Jackie Torrence, 11 a.m., Meadow Brook Theatre. Admission. Sponsored by MBT and Holiday Inn of Auburn Hills. Call 370-3300.
 29 — Pioneer Invitational men's and women's swimming meet, all day, Lepley Sports Center. Call 370-3190.
- MARCH**
 3 — Board of Trustees meeting to interview presidential candidates, 8 a.m.-5 p.m., Oakland Center Gold Rooms B-C. Call 370-3112.
 3 — Lecture, *Promise and Potential of Marine Biotechnology*, noon-1 p.m., (location to be announced). Free. Sponsored by Department of Biological Sciences and OU Chapter of Sigma Xi. Call 370-3550.
 3 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Blackmon, 370-3480.
 3 — CIPO Faculty Chef Series with Helen Kovach-Tarakanov, noon, Oakland Center Lounge II. Free. Call 370-2020.
 3 — Lecture, *Classics of Western Tradition*, on *Citizen Kane*, 7-9 p.m., Meadow Brook Hall library. Admission. Sponsored by Division of Continuing Education. Call 370-3120.
 5 — Lecture, *Micro-Klutiness: The Rule of Peak Transient Load in the Development of Osteoarthritis*, with Dr. Eric Radin of the Henry Ford Health Science Center, noon-1 p.m., 269 Hannah Hall. Free. Call 370-3416.
 9 — Discussion, *What is Zionism?* with Sivan Maas of Israel Information Desk, noon, Oakland Center Faculty Lounge. Free. Sponsored by Jewish Students Organization/Hillel. Call 370-4257.
 10, 17 and 24 — Lecture, *Classics of Western Tradition*, on B.F. Skinner's *Walden Two*, 7-9 p.m., Meadow Brook Hall library. Admission. Sponsored by Division of Continuing Education. Call 370-3120.
 10 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Blackmon, 370-3480.
 11 — Lecture, *Peace Plans, Old and New*, with newspaper columnist Avner Regev, noon, Oakland Center Fireside Lounge. Free. Sponsored by Jewish Students Organization/Hillel and other organizations. Call 370-4257.
 11 — Personal appointments with TIAA/CREF retirement counselor. Call Staff Benefits Office, 370-3483.
 12 — University Senate, 3:10 p.m., Oakland Center Oakland Room. Call 370-2190.
 17 — OU Bible Staff meeting, noon-1 p.m., 125 Oakland Center. Free. Call Victoria Blackmon, 370-3480.
 17 — Columbus Quincentennial Lecture Series, *Moral Reflections on 1492*, with James Axtel of the College of William & Mary, noon, Oakland Center East Crockery. Sponsored by Department of History, Association of Black Students and Wayne State University History and Faculty Research Committee.
 18 — Lecture, *If We'd Only Start Listening, Maybe History Could Stop Repeating Itself*, with Leon Warshaw of Wayne State University, noon, Oakland Center Fireside Lounge. Free. Sponsored by Jewish Students Organization/Hillel. Call 370-4257.
 19 — OURS Program, *What's Up, Doc?* noon-1:30 p.m., 202 O'Dowd. Free. Sponsored by AP Assembly and AP Association. Call Paul Franklin to register, 370-2020.
 19 through April 12 — Play, *Private Lives*, times vary, Meadow Brook Theatre. Admission. Call 370-3033.
 24 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Blackmon, 370-3480.
 25 — Columbus Quincentennial Lecture Series, *A Visual Memory of Latin American Women's History: A Slide Lecture*, with Asuncion Lavarin of Howard University, noon, Oakland Center Gold Room C. Sponsored by Department of History, Association of Black Students and Wayne State University History and Faculty Research Committee.
 28 — Saturday Fun for Kids Series with singer Joanie Bartels, 11 a.m., Meadow Brook Theatre. Admission. Sponsored by MBT and Holiday Inn of Auburn Hills. Call 370-3300.
 29 through May 17 — Exhibit, *Expressive Visions and Exquisite Images: Two Aspects of Art of the '80s from the Richard Brown Baker Collection (Part II)*, hours vary, Meadow Brook Art Gallery. Free. Call 370-3005.
 30 — Low-impact aerobics classes begin, 5:15-6:15 p.m., Lepley Sports Center multipurpose room. Admission. Call 370-3190.
 31 — OU Bible Staff meeting, noon-1 p.m., 125 Oakland Center. Free. Call Victoria Blackmon, 370-3480.
- APRIL**
 4 — CIPO Faculty Chef Series with David Jaymes, noon, Oakland Center Lounge II. Free. Call 370-2020.
 7 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Blackmon, 370-3480.
 9 — OURS Program, *Oakland University ... A Stroll Down Memory Lane*, 3-5 p.m., Meadow Brook Hall ballroom. Free. Sponsored by AP Assembly and AP Association. Call Paul Franklin to register, 370-2020.
 9 — University Senate, 3:10 p.m., Oakland Center Oakland Room. Call 370-2190.
 14 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Faculty Lounge. Free. Call Victoria Blackmon, 370-3480.
 14 — Personal appointments with TIAA/CREF retirement counselor. Call Staff Benefits Office, 370-3483.
 16 — Lecture, *Enigma of Genius*, on Spanish painter Francisco Goya, 7-9 p.m., Meadow Brook Hall. Admission. Sponsored by Division of Continuing Education. Call 370-3120.
 21 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Faculty Lounge. Free. Call Victoria Blackmon, 370-3480.

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