

# inside OAKLAND

News briefs for Oakland University colleagues

## Get out those pens, be creative

Oakland University MLK Birthday Celebration Committee is sponsoring a campuswide contest on January 19.

The question for the contest is "What do you think Dr. Martin

Luther King, Jr.'s Dream would be for the 21st century?"

Students, faculty and staff are invited to answer the question in a variety of formats, including poem, essay, dance, letter, speech, drawing, sculpture, photograph, one-act play, musical composition.

Entry forms are available in the Center for Student Activities and Leadership

Development office, 49 Oakland Center.

A student winner will receive a cash prize of \$200 for first place. The next four winners will receive \$100 each. Deadline for entries is January 6th. Entries must be submitted to the Student Activities office.

Faculty and staff are not eligible to receive cash awards.

## breaking NEWS

### Committee wraps up first phase

A 19-member university-wide committee is nearing the end of its first phase to improve Oakland University's athletic image-building, marketing and merchandise sales potential.

OU formed the Athletics Mascot Advisory Committee to determine desired attributes in an athletic nickname and mascot and to come up with three names and graphic images to pass along to the President's Cabinet for consideration and final selection.

Committee members, representing faculty, staff and students, are now

whittling down hundreds of suggestions to three, based on extensive focus group research. Cost of this first phase is \$5,000.

"This process is an analysis of the image we are projecting and an attempt to identify the image we want," Athletic Director Jack Mehl says.

One of the country's leading firms in creating brand identity for the sports industry — SME Design — was selected by the cabinet to work with a university advisory committee in bringing a new image to OU's athletic program. SME's client list numbers more than 50 colleges and universities, as well as dozens of major professional sports teams, including the Detroit Tigers, Toronto Raptors, New York Rangers and Jacksonville Jaguars.

The advisory committee has been busy. Activities to date:

- Met with SME Design on October 7 to determine desired attributes and brainstorm name ideas, including "Pioneers."
- SME returned on October 31 with a list of more than 100 names for consideration and again on November 13 with a new list of 100 names. The list was cut to 30 names.
- On November 20, SME sent rating sheets to committee members, with the goal of reducing the list to 10 for name testing.
- SME conducted a series of focus groups on campus December 8 to test the 10 names. Groups included general students, student athletes,

coaches, non-athlete alumni, athlete alumni, donors to athletics, faculty and staff. SME also plans to conduct informal name testing in New York City and Los Angeles and has done so at the Detroit Vipers hockey game on December 7 and in the Oakland Center on December 8.

"The committee has been asking a wide range of questions," says Geoff Upward, committee chair, and director, University Communications and Marketing. "The process is an extensive investigation into the university's image. We have a great opportunity to build excitement about Oakland with a new graphic image as we move into Division I competition and a new Recreation and Athletic Center."

## Oakland hosts educational opportunity celebration

Oakland University will again host the Michigan TRIO Day Celebration and Student Leadership Summit February 27-28.

TRIO is Michigan's annual celebration of federal programs that promote educational opportunity for all Americans.

TRIO Day, observed nationally, is sponsored in the state by the Michigan Chapter of the Mid America Association of Educational Opportunity Program Personnel (MI-MAEOPP), in conjunction with MI-MAEOPP's Annual Student Leadership Summit, by OU's Project Upward Bound.

Last winter's event brought to campus more than 300 students and professionals from throughout the state. This year's theme is Expanding the Foundation: The Growth of TRIO.

## OU staff, alumni raise funds for heart disease

Ten Oakland University employees, friends and School of Nursing alumni raised \$1,988 for the American Heart Association Heart Walk at the Detroit Zoo in October.

The walk benefits heart disease and stroke research. SON Dean Justine Speer was a company leader for the event. Alumni walkers included LaVerne Perrollaz SON '80, Jackie Long SON '81 and Sue Rogers SON '82. OU employees included Vernita Long, Cindy Sadoski, Pam Marin and Joann Burrington; OU friends who participated are Dawn Letwin and Ken Jordan.

## Nursing adds practitioner track to master's program

Oakland University now offers a master of science in nursing for nurse practitioners, meeting an important need in health care for the new millennium.

Nurse practitioners provide basic health care, diagnosing and treating common acute illnesses and injuries. They assume some duties that were the responsibility of physicians.

Oakland recognizes the need for nurse practitioners

## Fund Drive up from last year

The numbers are in.

And by most accounts, the 1997-98 All-University Fund Drive was a success. This year's effort netted \$132,000 in total pledges



and 38-percent participation, up \$7,000 and 5 percent from last year, respectively. OU employees gave \$125,000 to the All-University Fund Drive, \$20,619 to the United Way and \$3,788 to the Black United Fund.

AUFD committee members thank all of the individuals who participated in the campaign — contributors, group leaders, committee chairs.

as health care reform focuses on comprehensive coverage, high quality, cost-effectiveness and increasing access to care.

## On a mission

The School of Business Administration unveiled its new mission statement recently. The statement reads:

"SBA's mission is to advance knowledge and enhance student's abilities to manage in a global business environment. The mission is achieved through a synergistic combination of teaching, scholarship and professional service with emphasis on the linkage of theory and practice, and the application and management of technology. Toward the achievements of these ends, the SBA promotes collaborative relationships among students,

faculty, staff, administrators and employees."

## 2 Named to Dodge Chairs

Oakland University appointed engineering professors Michael Y. Hung and Gilbert E. Wedekind as John F. Dodge Endowed Chairs of Engineering.

The chair is a five-year appointment and includes an annual stipend of \$10,000 and a \$30,000 one-time research support allocation.

Hung, associate director, Center for Robotics and Automation, holds several patents, has earned an international reputation for his work in shearography and stress analysis, and regularly receives grants from the National Science Foundation and industry.

Wedekind is known for innovative laboratory work and developing the Fluid and Thermal Science programs. He also receives regular research funding from industry and the National Science Foundation.

Oakland awarded him with the teaching excellence award, and the North Central American Society for Engineering Education gave him its Outstanding Teaching Award.

## Mark your calendars

The holiday break period will begin this year at the close of the regular work day on December 23, and will continue through January 4, 1998.

December 22-23 are regular work days. Departments are expected to maintain normal hours except as specifically authorized by the respective division vice presidents.

The university will observe December 24-25 and 31 and January 1 as holidays. December 26, 29 and 30 are holiday recess days.

OU will be closed on January 2. Employees are expected to use personal time, vacation time or excused time off for that day.

Call 3486 with questions.

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