

inside OAKLAND

News briefs for Oakland University colleagues

Gardner appears on nationally televised Executive Forum series



John Gardner

School of Business Administration Dean John Gardner discussed how the school is changing to produce graduates who can easily adapt to the ever-changing corporate world on a national TV series.

Gardner was a featured guest on *Executive Forum*, a syndicated business and technology television series which aired October 18 on WPXD, Channel 31, or PAX on cable.

On the show, Gardner joined deans from other emerging business schools and graduate programs in the nation: California Polytechnic State University College of Business,

University of Missouri/St. Louis College of Business and Southern Illinois University College of Business.

The show, hosted by former astronaut Jim Lovell, explored why many business graduates lack the skills to perform in the business world.

The panel also discussed how universities are beginning to involve business leaders in the development of curriculums and programs.

The show also covered the role of the Internet and Oakland University's unique information technology internship program that pre-

pares students with skills today's businesses need most.

The Applied Technology in Business (ATiB) program is a competitive scholarship opportunity that combines a rigorous education in business administration with hands-on training in information technology.

"Rapid changes are occurring in information technology and its application to the solution of business problems," Gardner says. "What is needed are managers and employees trained not only in a functional area of business but also in the application and management of information technology."

Visit the new dining room in the Oakland Center

Finding another good place to eat lunch in the Oakland Center just got easier with the opening of the Heritage Room Buffet, located across from the Gold Rooms in the old JW's.

The room is open from 11 a.m. until 1 p.m. Monday through Thursday.

The menu includes Kettle Classic Soups and entrees from the Pioneer Court's Centerstage and Meadow Brook Farms, and it includes a "make your own" salad bar.

Food and price (beverage and dessert are included):

- Soup and salad: \$4.50
- Salad bar: \$4.95
- Entree plate: \$5.25



The Oakland Center's Heritage Room Buffet is open from 11 a.m. until 1 p.m. Monday through Thursday.



breaking NEWS

Oakland hosts Alcohol-Free Fun Week

Oakland University kicks off Alcohol-Free Fun Week on October 18 with an all-Greek social function in the Oakland Center.

Other highlights include a lecture on alcohol and drugs in the workplace on October 20, an awareness fair on October 21, a kick-off rally and tree dedication on October 22, an alcohol-free fun night on October 23 and a walk-a-thon on October 24.

OU to appear on television, radio

Look for Oakland University's *Think Success* television ads in November:

- 3 — Channel 20, 9-10 p.m., *Felicity*
- 4 — Channel 7, 8-9 p.m., *Dharma and Greg* or *Two Guys, A Girl, and A Pizza Place*
- 10 — Channel 20, 9-10 p.m., *Felicity*
- 11 — Channel 50, 7:30-11 p.m., NHL Hockey: Red Wings vs. St. Louis
- 11 — Channel 20, 8-9 p.m., *Dawson's Creek*
- 22 — Channel 2, 8-9 p.m., *The Simpsons* or *That 70s Show*
- 22 — Channel 7, 9-11 p.m., ABC Sunday Night Movie: *Rear Window*
- 26 — Channel 2, 4-7 p.m., NFL Football: Dallas vs. Minnesota

Radio advertisements began airing October 12 and will run through November 1 on stations WJLB, 97.9; WKQI, 95.5; WRIF, 101.1; WPLT, 96.3; and WDRQ, 93.1.

Tickets are still available for Michigan State vs. Oakland University

Five hundred student tickets will go on sale at 9 a.m. October 20 at the Athletic Center box office in the Recreation and Athletics Center.

The tickets are \$2 each and there is a limit of two tickets per student. The ticketholder must show an Oakland University student ID card along with the ticket on the night of the game.

At 9 a.m. October 27, reserved seats and general admission seats will go on

sale at the Athletic Center box office for OU faculty, staff and students only.

Reserved seats are \$12 with OU ID and general admission seats are \$10.

On November 2, remaining seats will go on sale at Ticketmaster and at the Athletic Center box office. Reserved seats are \$14 (\$12 with OU ID card) and general admission seats are \$10.

Call 3190 for more information.

School of Health Sciences moves into new home

The School of Health Sciences finally has a permanent new home in Hannah Hall.

The SHS occupies space on the second and third floors that is about double the size of its previous facilities in Vandenberg Hall. A \$1.4-million renovation to Hannah includes teaching and research laboratories for the programs in Exercise Science, Health Behavioral Sciences, Industrial Health and Safety, Medical

Laboratory Sciences, and Physical Therapy.

Employees and equipment began to occupy the new site in September. The space is complete with state-of-the-art physical therapy teaching laboratories, exercise science and biomechanics labs, classrooms and faculty research labs.

"Our new home will have a significant impact on the quality of our programs," SHS Dean Ronald Olson says.

Department pushes theatre envelope during 1998-99 season

The 1998-1999 season for the Department of Music, Theatre and Dance reaches full rigor October 28 through November 1 with a production from one of the performing arts most challenging genres: the opera.

Così fan tutte, or *Beware of Women*, is a 1790 comic opera by Wolfgang Amadeus Mozart with a very modern topic: infidelity. *Così fan tutte* marks an exciting collaboration among director

Michael Gillespie, MTD's associate professor of Theatre; John-Paul White, head of Vocal Performance; and Gregory Cunningham, instructor of Music and conductor of the Pontiac Oakland Symphony. Together, they plan to meld MTD students, theatrical, vocal and instrumental talents.

"*Così* is a great comedy as well as a great opera, appealing to first-timers as

Parsons reaches milestone victory

The Oakland University men's soccer team defeated Valparaiso University September 17 to give men's soccer coach Gary Parsons his 250th victory.

His overall record as a coach at Oakland is 250-69-33. Parsons 200th victory came on September 17, 1995, when Oakland defeated Keene State. He is now in his 18th season as head coach for the Golden Grizzlies.

Angels wins again

Oakland University's Meadow Brook Theatre and Department of Music, Theatre and Dance's collaboration on *Angels in America* won three more awards.

The Oakland Press recognized *Angels* with Best Dramatic Performance award to Robert Grossman; Best Play; and Technical Achievement (design team: Peter W. Hicks, Kerro Knox, Suzanne Hanna and Brett Rominger).

well as opera buffs," Gillespie says. "And the voices are splendid. The opera will be sung in English."

Besides *Così*, Varner Recital Hall is abuzz this fall with a full schedule of music, theatre and dance events. Look for the MTD Season Schedule in your mail or at various sites around campus.

Call 3013 for more information.

inside OAKLAND

A special supplement on the NCA Report

Make your voice heard: Comment on Oakland's progress



Susan Awbrey



Mary Papazian

Every 10 years, Oakland University must undergo reaccreditation. This is a lengthy process requiring the input of faculty, staff, administrators and students. To ensure broad input, a universitywide committee has been assigned to conduct a self-study.

The self-study is being coordinated by Vice Provost Susan Awbrey and Associate Professor of English Mary Papazian. They are preparing and disseminating the report in collaboration with the steering committee. The report is now in its second draft and will be available at Kresge Library, academic department offices, Center for Student Activities, Graham Health Center, OU Police and the John Dodge House.

Open hearings were scheduled, and the coordinators are encouraging comments, questions and concerns via the campus hearings or by phone, letter or e-mail.

The report culminates two years of work by a large and diverse group that included OU faculty, staff and students. In addition to showing that Oakland meets criteria for continued accreditation by the North Central Association of Schools and Colleges (NCA), the report also seeks to assess how well Oakland is implementing its "Strategic Plan 1995-2005." NCA encourages universities to enhance the utility of the reaccreditation process by combining the self-study with a special emphasis area such as the strategic plan.

In this light, the report profiles a dynamic and exciting public university, Awbrey says. In 1989, NCA evaluators lauded the university as having the potential to become a "model university for the 21st century." The OU Board of Trustees adopted the strategic plan in 1995 as the framework to realize that potential. Oakland has grown tremendously in the last decade in stature and facility, Papazian says.

For students, personal attention from faculty, a technology enriched learning environment and an excellent job placement record have led to enrollment growth. The campus atmosphere is further enhanced by a \$37-million state-of-the-art Recreation and Athletics Center; a \$1.3-million Pioneer Court, a mall-style food center including Pizza Hut, Taco Bell and Burger

King; a \$43-million Science and Engineering Building; a new mall in front of Kresge Library; a new Honors College facility; new entranceways, signage, landscaping, parking lots and walkways; a \$17.5-million School of Business and Applied Technology Institute (to open in fall 2000); a \$1.4-million School of Health Sciences renovation and Oakland's move to Division I athletics status (fully effective in the 1999-2000 season).

Awbrey and Papazian also took special notice of overall faculty excellence. "We clearly saw the scholarly productivity of our faculty, which far exceeds what's expected for institutions of similar size and type," Awbrey says.

For accreditation purposes, the report considers the university's mission, governance, faculty, educational programs, finances and public information. In addition, the report focuses on five criteria:

- Clear and publicly stated purposes consistent with its mission and appropriate to an institution of higher learning.
- Effectively organizing the human, financial and physical resources necessary to accomplish its purposes.
- Accomplishing its educational and other purposes.
- Continuing to accomplish its purposes and strengthen its educational effectiveness.

Continued on back page



Laura Schartman and Kay Palmer

Make your voice heard:

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- Demonstrating integrity in its practices and relationships.

Ten evaluators from other institutions of higher education review the process. The NCA serves colleges and schools in 19 states in the region. To meet NCA requirements, a universi-

ty must prepare a detailed report and undergo an on-site visit. NCA sets high standards for institutions. Once affiliated, as Oakland has been since 1966, schools

undergo regular evaluations, every decade.

Priscilla Hildum, assistant to the provost and associate coordinator of the 1989 NCA self-study, is an active member of the current steering committee.

“Every department is asked to submit a write-up of their goals, accomplishments and insights,” she says. “We work to give everyone a chance to

contribute and respond.”

Other core group members include: Suzanne Frankie, now retired dean, University Library; Director Laura Schartman and Research Associate Kay Palmer of the Office of Institutional Research and Assessment; Nina Googasian and Karen Kukuk, past and present assistants to the president; Claire Rammel, assistant to the Dean of Graduate Study; Isaac Eliezer, professor, Chemistry; NCA consultant/evaluator Kathleen Moore, associate professor, Chemistry; and Leigh Begueneul, graduate student in English.

Steering Committee members are Susan Aldrich, interim vice president, Finance and Administration; Bhushan Bhatt, associate dean, Engineering and Computer Science; Carlo Coppola, director, Center for International

Programs; Indra David, associate dean, University Library; Eric Follo, associate professor, Education; Brian Goslin, associate professor, Exercise Science; Art Griggs, assistant to the dean, School of Health Sciences; David Herman, assistant vice president and dean of students; Linda Hildebrand, assistant professor, Library; Frances Jackson, associate professor, Nursing; Jackie Lougheed, professor, Education; William Macauley, interim dean, College of Arts and Sciences; Hemant Mahamwal, OU student; Jack Mehl, director, Athletics; Brian Murphy, director, Honors College; Ron Srodawa, associate professor, Engineering; John Tower, associate professor, Business; Ron Tracy, associate professor, Business; and Tracy Utech, assistant director, Annual Giving, University Relations.

Faculty and alumni leave lasting impressions

The Oakland University Office of Institutional Research and Assessment (OIRA) sent thousands of surveys in the spring as part of the North Central Association (NCA) self-study process.

The statistical picture that emerged became an important part of the 1999 NCA Report. Results from detailed surveys of Oakland faculty and alumni present an essential snapshot of the university.

The faculty survey was answered by some 250 respondents from all of Oakland's academic units, all age groups and were nearly split between male and female.

Overall, faculty members emphasized the importance of teaching and scholarly activity, and, in fact, Oakland faculty are prolific publishers with rates close to that of doctoral institutions.

Oakland faculty members value autonomy and independence, but also contribute to the community.

Nearly every respondent voiced career satisfaction and 90 percent indicated they would still choose “college professor” as a job.

Alumni surveys were more widely distributed. Of the 38,000 surveys included in the *Oakland University Magazine*, the OU Office of Institutional Research and Assessment received about 6,000 responses.

Alumni expressed satisfaction with courses, instruction and “attitude of faculty toward students” at Oakland. They were least satisfied with career placement and general academic advising.

A vast majority of alumni say they would select Oakland again and would recommend Oakland to a high school student.

How you can help Oakland achieve success

As Oakland University nears the final stages of the continuing-accreditation process and the second draft of the report is made public, community input is critical. Every member of the community is invited to express opinions on the report and the university's progress in general.

Comments can be made through several means. The first is at open hearings, which were held for university faculty, students and staff as well as the general public. The hearings were on September 29 and October 5. A University Senate discussion will be held, as well as departmental presentations.

Individuals are also welcome to contact Susan Awbrey at 2188 (awbrey@oakland.edu) or Mary Papazian at 2256 (papazian@oakland.edu). Comments should be as specific as possible to ensure accurate reflection.

Committee members will review and incorporate comments into the final draft, scheduled for late October.

“We hope as many people as possible will take the opportunity to review the draft. We are interested in specific comments as well as input on the overall direction we have taken with the self-study report. We hope to conclude with a document that reflects the university as a whole,” Papazian says.