



Wednesday, August 18, 2004

Back to school stories from Oakland University

Fall 2004

- Battling the “Back to School Bulge?” Want to sidestep the “Freshman 15?” How can dorm students avoid putting on those extra pounds? Dietary and weight loss experts from OU’s School of Health Sciences have some timely and trim suggestions for avoiding the “mac and cheese squeeze.”
- Last fall, Oakland University entered into a formal partnership with the City of Rochester. Find out more about how OU students, faculty and staff are interacting with Rochester, and vice versa.
- Nestled smack dab in the new automotive conclave of Michigan, Oakland University has taken advantage of its proximity to the automotive companies by entering into sophisticated, innovative partnerships with DaimlerChrysler and many other Fortune 500 companies. These partnerships have been enhanced by Oakland’s membership in the Automation Alley consortium, the Oakland County Business Roundtable, and the Oakland County SmartZones. Learn more about how a university contributes to the business environment in its area, and how it contributes to the local economy.
- With binge drinking and other abuses of alcohol so prevalent on American university campuses, new and innovative modes of education and intervention must be employed by school administrators to stem the tide of alcohol-related tragedies. Oakland University offers comprehensive ongoing programs to students to deal with the problems posed by drinking on a college campus. Find out more about how one university is responding proactively to this challenge.
- When Oakland University first opened its doors in 1957, its students were wearing ties and dresses. Now, 42 years later, attire on campus has changed dramatically. Find out how campus fashion has evolved over the years, and what we can expect in the coming years. Also, many other lifestyle changes have occurred on campus over the years, like the big drop in students who smoke and a big increase in vegetarian and other alternative food regimens. What are the prevailing lifestyle trends today?
- Health professionals now agree that health maintenance and preventive medicine offer the best chance for a long and vigorous life. Find out how, with just a few minor lifestyle adjustments, students can pave the way to many more years of robust health.
- Need an expert to discuss flag-burning? African economics? Zebra mussels? Michigan tax policy? The music of the Beatles? The link between mind and body? Oakland University has nationally published faculty experts on these and many other topics of interest.
- Nursing is one of the world’s noblest professions. But the face of the industry is changing almost daily because of a severe nursing shortage in Michigan and nationwide, new technologies, increased medical responsibilities for nurses, managed care and the emergence of medical/legal/moral issues in the field of medicine. An expert from Oakland University’s school of nursing is ready to provide a “state of the nursing profession” assessment.
- As the last year of your college career draws to a close, preparing to look for a job can become frustrating and nerve-racking, especially in today’s less-than-robust economic climate. Bob Thomas of OU’s Career Services Center has effective solutions to the job search angst we’ve all experienced. Thomas, aka the “Job Doctor,” has proven, effective methods for tracking down that elusive first job.

- As many of us take greater care in exercising our bodies, toning our muscles, and watching our waistlines, it's easy to forget to take care of our eyes as well. After all, what's a nicely toned physique if you can't see it? Oakland University's Eye Research Institute is on the cutting edge of innovative eye research, with the ultimate goal to eliminate congenital blindness. An internationally renowned eye expert is ready to explain what's going on in the field of eye research.
- **To arrange interviews with experts or for more information about any of these stories, call Ted Montgomery at (248) 370-4346 or Ann Ruppenthal at (248) 370-4345.**

SUMMARY

Story ideas for back to school at Oakland University

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