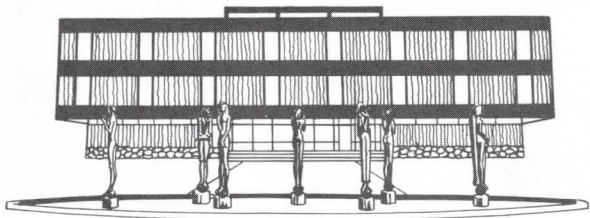


OAKLAND UNIVERSITY NEWS



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April 20, 1984

A publication for faculty, staff and friends

Olympiad To Draw 1,500

More than 1,500 Michigan junior and senior high school students will remember 1984 as an Olympic year in science as well as in sports.

They will compete May 12 at OU in the Michigan Science Olympiad. The event is sponsored by OU, the Macomb and Wayne County Intermediate School Districts, and Oakland Schools.

OU Alumni Award Finalist

The alumni annual giving program at OU has been selected as a finalist for the U.S. Steel Alumni Giving Incentive Awards program. OU is a finalist in both the sustained performance and improvement categories.

The awards program recognizes institutions and their alumni for significant and successful commitment to encourage private voluntary support to education.

The preliminary screening for the awards program was based on data submitted in the 1982-83 **Survey of Voluntary Support of Education**. Finalists in the improvement category must have shown at least a 10 percent increase in the number of alumni donors to the annual fund and at least a 25 percent increase in the alumni dollar amount given to the annual fund between 1981-82 and 1982-83. Finalists in the sustained performance category must have shown no year-to-year decline in both the number of alumni donors to the annual fund and the alumni dollar amount given to the annual fund over a four-year period.

This is the 25th year of the incentive awards program. Winners will be announced in late May.

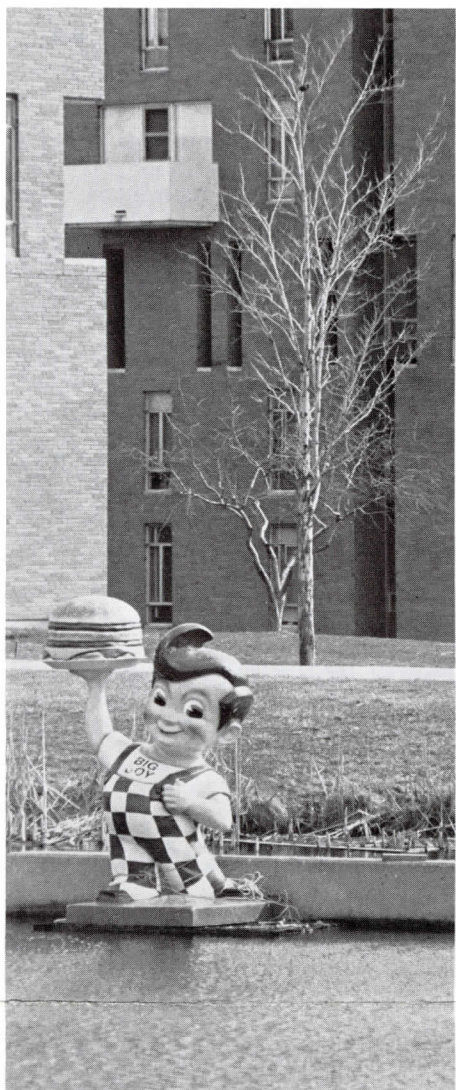
The competition will aid science education and it is based on studies that show individuals can be helped to higher levels of accomplishment in any field, from sports to music to science, by an exchange of ideas, meaningful competition, and public recognition of their achievements.

The Olympiad was introduced into Michigan by Gerald J. Putz, science consultant, Macomb ISD, and based on

the successful program begun in Delaware. The first Michigan event was held last spring at Lawrence Tech.

While the competition will include some fun events, most of the 15 competitions require students to demonstrate specific science-related skills in chemistry, biology, earth science, physics, and mathematics.

Prizes will be awarded on an individual and team basis.



High 'n Dry

Big boy on campus? End of semester pranks included a transplanted statue from an area Elias Brothers restaurant. The statue was returned to its rightful owners, none worse for wear but perhaps a bit smarter after a day in school.



State Senator Rudy Nichols views some art at Meadow Brook Hall during his tour April 6. The senator visited OU to learn more about the arts programs available and to discuss the outlook for future state support of the arts. Hosts for his visit were James Dawson, music, and Mary Otto, research and academic development.

Planning Under Way For Annual Chautauqua

An exploration of the social issues of the past and how they compare with those of the present will be among the highlights of this year's Chautauqua festival at OU.

Preparations are now under way for the event, scheduled for Saturday, June 2 on campus. Jane Eberwein, English, is chairing the event, which will include dramatic readings, music, games and historical displays. The event is based on the summer fairs called Chautauqua that started in 1874 in New York. The Chautauqua was a time for people to get together to study social issues and learn about the arts. Recreation has always been an important part of the day's program to give participants a chance to socialize and reflect on the program.

The Chautauqua at OU is being sponsored by the College of Arts and Sciences, the Arts and Sciences Alumni Affiliate and the Michigan Council for the Humanities. The topic of this year's program is **America in Transition: The Chautauqua Precedent**.

Eberwein says the morning program at O'Dowd Hall will be a study of social issues that faced residents of the 19th century and the similarity with those of today. Faculty members will give dramatic readings to express the viewpoints of the period. Participants will include David Bricker, philosophy; Dolores Burdick, modern languages; Adeline Hirschfeld-Medalia, theatre; Brian Murphy, English; and Nahum Medalia, sociology.

The afternoon program will include discussions of the arts with Janice Schimmel and Charlotte Stokes, art history; David Mascitelli, English; and Jane Bingham, education.

Between sessions, participants may attend a lunch outdoors under a tent. Pre-registration is required for persons who plan to attend the lunch. The cost is \$8 for adults, \$6 for alumni association members, and \$5 for OU students and senior citizens. The fee is \$4 for persons who register at the door, but who either will not attend the lunch or will bring their own.

Interested persons may register by May 23 with the Alumni Relations Office, 377-2158.

Eberwein says those attending may stay

for all or part of the program. The day's events will conclude with a choral presentation by the Birmingham Seaholm High School Chorus.

On June 9, discussion sessions will be held to allow for more intensive analysis of the issues raised during the June 2 Chautauqua.

Eberwein says about 400 persons may register. The first event attracted about 100 and the second double that, but many were turned away because of space restrictions. This year's event at O'Dowd

Hall will allow for more participants. She says the program will appeal especially to history and sociology teachers and members of historical societies, but the general public is encouraged to attend.

The program will be videotaped for later presentation on cable television and distribution to libraries, schools and historical societies, she says. Anyone interested in helping to promote the event or offer assistance may call Eberwein at 377-2257 or 377-2250.

Moudgil In International Study

Virinder K. Moudgil of the Department of Biological Sciences and Etienne-Emile Baulieu of Paris, newest member of the French National Academy of Sciences, will collaborate in research.

Working independently, each scientist has suggested the possibility that steroid receptors may work as enzymes. There will now be exchanges of information,

research material, and visits between the scientists.

Moudgil spent the fall of 1983 visiting Baulieu's laboratory at the University of Paris Kremlin-Bicetre Hospital. Baulieu pioneered studies in steroid hormone action and has been associated with a new hormonal contraceptive technology.

Professors Baulieu and Moudgil will examine the enzymatic potential of purified progesterone receptor from chick oviduct. Progesterone is a steroid hormone synthesized and released by ovary and placenta and is necessary for maintenance of pregnancy. It functions by binding to a specific receptor protein.

Moudgil has demonstrated that steroid receptors interact with ATP (adenosine 5'-triphosphate, an energy biomolecule). One of the postulations has been a possible phosphorylation of steroid receptors. Moudgil says this is important since activities of several enzymes, the body

biocatalysts, are also known to be regulated by phosphorylation-dephosphorylation which utilize ATP in the cells.

Moudgil has authored the only comprehensive review on the progesterone receptor and is editing a textbook on the molecular mechanism of hormone action. He will participate in the symposium on Hormone Antagonism at the International Congress of Endocrinology to be held in Quebec City in July.

Board Reschedules

The OU Board of Trustees has scheduled a special meeting for 8 a.m. Saturday, April 21 to discuss the Kresge Library addition. The meeting will be in OC Lounge II. The previously scheduled April 18 meeting of the board had been canceled.

The next regularly scheduled meeting will be at 7:30 p.m. Wednesday, May 16, also in OC Lounge II.



This logo will now be used with official university correspondence to publicize the 25th anniversary celebration this fall.

● Ron Kevern, student affairs, and Robert McGarry, finance and administration, are serving on a task force appointed by the Rochester Board of Education. The task force will assess the attitudes of the community in regard to educational programs and services.

● Carlo Coppola, modern languages and area studies, has published **Nissim Ezekiel: The Most Recent Poems in The Commonwealth in Canada: Proceedings of the 2nd Triennial Conference of the Canadian Association of Commonwealth Literature and Language Study**. Ezekiel is India's foremost English-language poet.

● Gary Shepherd, sociology, and his brother Gordon have written **A Kingdom Transformed, Rhetorical Themes in the Development of Mormonism**. The book is concerned with how Mormonism as a religious movement, social organization and cultural system has adapted itself to a number of internal and external pressures during the first 150 years of its history. Gordon Shepherd teaches sociology at the University of Central Arkansas. The book is being published by the University of Utah Press.

● John Eliot, a bibliographic essay by Jane E. Eberwein, English, appears in **American Colonial Writers, 1606-1734**. This is the 24th volume in the comprehensive **Dictionary of Literary Biography** published by the Gale Research Co.

● Karen Seelhoff, rhetoric, communications and journalism, and Bob McClory, Student Congress president, judged the Birmingham Optimist Club's high school oratory contest.

● Samantha Myrick, Ken Morris Labor Center, served as a judge for the Skills Olympics contests sponsored by the Michigan Vocational Industrial Clubs of America. She judged **Prepared and Extemporaneous Speaking** and **Procedures Necessary to Complete a Business Meeting**. The olympics were held at the Breithaupt Vocational-Technical Center in Detroit. The Vocational Industrial Clubs of America provides its students opportunities to learn leadership and citizenship skills through participation in educational, civic, recreational and social activities.

● Donald E. Morse, rhetoric, communications and journalism, wrote **From Language to Literature** in the January/February issue of **Michigan English Teacher**. At the Canadian Association of Irish Studies, he was the only American on the program and one of only two delegates from the U.S. Morse chaired the session on **Freedom of the Press** and introduced John Ward, editor of **Debates** for the Canadian Parliament. Morse recently led a workshop on writing for OU's administrative-professionals and offered a research seminar on **The Current State of Rhetoric** for the Research Coordinating Committee of the School of Human and Educational Services.

● About 40 students of Roberta Schwartz, journalism, received an invitation to lunch and a tour of **The Detroit News** from Editor Lionel Linder. Editors and reporters described their duties to the students. Linder has invited OU students to the **News** every year since 1977. Six of Schwartz' students,

Our people

Martha Leonard, Lisa McArthur, June Delaney, Deborah Shonsky, Diann Glaza and Janice West, attended a news conference with British actor Peter Ustinov on March 28 at the Fisher Theater. They also attended a rehearsal for **Beethoven's Tenth**, which stars Ustinov. The press conference was sponsored by the **News**.

● Augustin K. Fosu, economics and management, presented a paper, **International Sector Prices as Signals for U.S. Price Behavior**, to the 20th annual meeting of the Missouri Valley Economic Association in Kansas City.

● Miron Stano's article, **Financing an Alternative for Group Health Insurance**, appeared in the March issue of **Healthcare Financial Management**. Stano is on the economics and management faculty.

● Alice Gorlin, economics and management, participated in a daylong seminar on the Soviet Union at Grosse Pointe South High School. She spoke on the Soviet economy and conducted a discussion group on U.S.-U.S.S.R. trade. She taught a four-week course on economics at the Village Club in Bloomfield Hills.

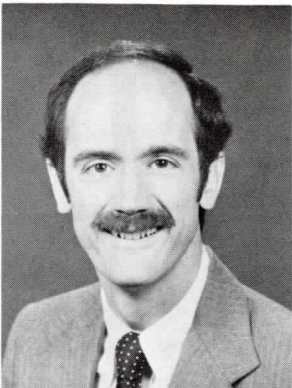
● Sid Mittra, economics and management, completed the fifth and final part of the Certified Financial Planner Exam and has been named a certified financial planner by the College for Financial Planning. He spoke at the Avon Township Public Library's In the Know series on **Personal Financial Management**.

● Christopher Maloney, philosophy, has been awarded a National Endowment for the Humanities Fellowship for College Teachers. This fellowship will provide Maloney with the opportunity to devote a year to studying the philosophy of mind. He will attend to the relation between thought and language in the hope of determining whether all cognitive processes can be characterized as processes involving linguistic or linguistic-like representations.

● Priscilla Hildum, continuing education, spoke about careers available to graduates of the Legal Assistant and Accounting Assistant programs at the business careers night sponsored by the Madison Heights Community Education program for high school students from Madison, Lamphere and Clawson schools.

● Judith K. Brown, sociology and anthropology, has been selected to appear in the 19th edition of **Who's Who in the Midwest**. She also has helped organize three two-hour sessions of the forthcoming meetings of the Canadian Ethnology Society to be held in May in Montreal. The sessions are entitled **Women and Work: A Cross-Cultural Perspective**.

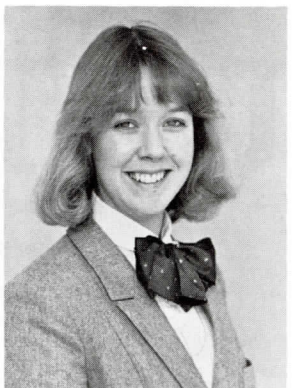
● Adib al-Mamalek Farahani and Adib Pisavari, written by Munibur Rahman, modern languages, have appeared in **Encyclopaedia Iranica**, published by Routledge & Kegan Paul, London.



Geoffrey Upward



Mary Hayes



Lynn Metzker

Upward New Editor

Three additions to the publications staff of University Relations have been announced by Jerry Dahlmann, assistant to the president for university relations.

Geoffrey C. Upward has assumed the duties of publications editor and will be responsible for coordinating such publications as the **Oakland University Magazine** for alumni, the undergraduate and graduate catalogs and other brochures and newsletters which are produced by the department.

Upward has a bachelor's degree from Albion College and a master's degree from the University of Missouri School of Journalism. He has been a reporter and editor for various publications and comes to OU from a Lake Orion firm, where he was managing editor of a magazine for owners of Arabian horses.

Other recent editorial positions he has held were with Michigan Bell and the Edison Institute, which operates Greenfield Village and the Henry Ford Museum.

His previous employment experience included working as assistant editor and editorial assistant for the National Trust for Historic Preservation in Washington, D.C.; travel director for the E.F. MacDonald Travel Co. in Dayton, Ohio; and proofreader for Mercury Press in Rockville, Md.

In addition, two other employees have been added and will work with Upward. Mary Hayes is staff writer and Lynn Metzker is graphic designer.

Hayes has a journalism degree from Michigan State University and had worked with the Michigan Department of Social Services in Lansing. Her experience includes working as a reporter and as a writer for a school district and a law firm.

Metzker has a bachelor's degree in fine arts from MSU and has worked as a designer for MSU Information Services, the U.S. Census Bureau in Washington, D.C., and Manufacturers National Bank in Detroit.

You Can View 'Investing'

The four-part cable television series **Personal Investing in the '80s**, produced as a public service by the Division of Continuing Education and Comerica Bank, will be shown to all interested persons in the Oakland Center.

The segments will be shown Monday and Wednesday, May 7 and 9 in Room 126-127 and Monday and Tuesday, May 14-15 in Room 128-129. Tables will be set up to allow viewers to eat lunch while watching the programs from 12:15-1 p.m.

The series is designed to help viewers develop personalized investment plans and features discussions with School of Economics and Management faculty and

Comerica executives.

Part I on May 7 will outline the important elements on an investment plan, Part II on May 9 will provide background for creating an investment plan, Part III on May 14 will cover investments available today and how they work, and Part IV on May 15 will assist in constructing a personalized investment plan.

Free investment planning guides for use during the series may be picked up in the continuing education office, 265 SFH, from 8 a.m.-8 p.m. Monday-Thursday or from 8 a.m.-5 p.m. Friday.

The series is also being shown on cable television systems throughout the tri-country area.

Funding Sources Listed

Information about the following funding opportunities is available from the Office of Research and Academic Development, 370 SFH, or by calling 377-3222.

U.S. Department of Education

Demonstrations: vocational rehabilitation services to severely disabled individuals, proposals are due May 5.

U.S. Department of Health and Human Services

National hospital discharge survey, proposal due date not available.

Health Care Financing Administration

Quality control review proposals are being accepted but no due date is available.

National Science Foundation

Precollege science and mathematics

education program proposals may be submitted at any time; dates for proposals for domestic and foreign tax treatment are not available.

National Institute of Justice

Proposals for improving evidence-gathering through police and prosecutor coordinator are due July 1.

Health Resources and Services Administration

Model curriculum development proposals are due May 11; maternal and child health discretionary grants are due August 1.

U.S. Department of Energy

Dates for proposals for technical economic support are not available.

Council for the International Exchange of Scholars

Proposals for 1985-86 Fulbright Scholar Awards are due June 15 for Australia, India, Latin America and the Caribbean and September 15 for Africa, Asia, Europe and the Middle East.

National Institute of Mental Health

Proposals for psychodynamic treatment of nonpsychotic disorders are due July 1.

Lindell Leads Study Tours

School of Nursing Dean Andrea R. Lindell will lead two overseas trips this summer to study health care systems in other nations.

The first trip, to China from July 6-20, will include stops in Shanghai, Xian, Beijing, Hangzhou and Hong Kong. In addition to studying health care, participants will be able to do some sight-seeing and attend some special evening performances of cultural events. The trip with a departure from the West Coast is \$2,524 based on double occupancy. The program is approved for 21 Department of Continuing Education credits.

The second trip will be to the Soviet

Union from July 25-August 9. The trip is sponsored by Professional Seminar Consultants, Inc. of Albuquerque, N.M. Participants will study the different psychiatric health care systems of the Soviet Union.

The program will include studies of **Communication: Mutual Search for Meaning** in Moscow, **Suicidal Crisis** in Tbilisi, **Patients Under Stress** in Yerevan and **Patient-Related Distress and Dysfunction** in Baku. Additional papers and case presentations will be made in Kiev.

For further details, call Lindell at 377-4071.

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- Jerry Dahlmann, assistant to the president for university relations.
- James Llewellyn, senior editor and news director.
- Jay Jackson, staff writer.
- Ann Straky, photographer.

A Good Ear Brings Success For Liebzeit

Working at the university is proving to be an education in itself for Jean Liebzeit.

Not only has she picked up a formal education by attending classes here, but she has learned things from her clientele at the Shag Shop that can't be found in any classroom. The hair stylist finds her job at OU to be especially interesting because of the students, faculty and staff who talk about themselves.

Liebzeit has been at OU the past three years and in the hair care business the past 22. She came to OU after transferring from Macomb County Community College. Her first classes at OU were an odd assortment: Italian, biology, and an introduction to China. "Quite a combo, huh?" she asks.

Course work in the human relations field interests her in particular and that area of study is in keeping with her nature of wanting to listen to others. In some ways, she jokes, she is like a psychologist—listening to all of the secrets that patrons wish to reveal but never repeating them. "I can't tell you what they say," she laughs, "it's all classified information."

The college atmosphere appeals to her. "I'm not taking classes right now but I always feel that I'm being educated by the students who come in here," she says.

Customers tend to drop in to chat about their lives and Liebzeit learns a lot about politics, culture, and everything else that is on their minds. She says she finds this

kind of relationship rewarding because she thinks of the patrons as friends.

The mother of a daughter and a son has expanded her business interests in recent years to include distribution of a snack bar made from dates, figs, raisins, almonds, pineapple, and orange juice.

The snack bar sideline started after she met the Lake Orion inventor of the product. From her own interest in food co-ops and health foods, Liebzeit decided to invest in the product. **Anita's 100% fruit-nut bar** is now sold in co-ops, health clubs, hospitals, and locations at OU.

The bars are produced at a store in Utica with the help of Liebzeit's children and her mother. "I'm not doing this in my kitchen," she notes, adding that 24,000 bars were produced and packaged last year.

"I haven't compromised the bar by throwing something into it that would cheapen it," she says.

"Just knowing that I'm producing a real good product makes me feel I'm doing my little part for good nutrition for everyone."

The road from hair stylist to food producer began in the Detroit area. After attending beauty school, she says, she worked in the Grosse Pointe area, serving clientele from the Ford, Stroh and Fisher families, among others. She later worked at Crittenton Hospital in Rochester while attending MCCC, but decided to transfer to OU. The college courses, she says, were

strictly for enrichment and not to prepare for a new career.

Her creative energies are expended in other ways, too. She has toured Europe by backpack and tinkers with other projects like her Love Puzzles, which she makes

and sells for fun. In the future she would like to try her hand at writing, Liebzeit says.

All of those pursuits are nice, she indicates, but working with people is still her first interest.



Jean Liebzeit of the Shag Shop in the Oakland Center has not only broadened her education by attending classes at OU, but by listening carefully to her clientele. She jokes she is like a psychologist at times, taking in all of the information patrons tell her, but never repeating it. One of her customers is Thelma Severs.

Women's Pay Study Brings Hansen Recognition

A study of women's pay in relation to that of men has received national media attention, much to the benefit of Ranaid Hansen, an OU associate professor of psychology.

He and Virginia O'Leary, director of external affairs for the American Psychological Association, found that in the absence of rigid regulations for promotion and pay increases, women may still

continue to suffer from biased judgments of their capabilities and motives for work and rewards. Their study was published in the December issue of **Psychology Today** and has been quoted widely by television, radio and newspaper reporters nationwide.

Among the media coverage have been reports by the **Today Show** on NBC, and stories in the **New York Times**, the **Washington Post** and the **Los Angeles Times**. Newspapers and radio stations in other cities have also reported the study.

O'Leary and Hansen have found that one reason working women are generally paid less than men is the perception by bosses that women are motivated to achieve for internal gratification while men achieve for tangible rewards including money, status and authority.

The researchers say that because of these views by employers, "When companies have only a small amount of money for raises, they are likely to ignore the typical belief that hard work should be rewarded and give the money, as well as the promotion, to the men, assuming that women will keep right on trying harder."

They also cited an additional study that shows persons of both sexes tend to attribute male success to competence and female success to hard work and luck. It was found that explanations for failure or poor performance are also slanted with both men and women believing that when men fail in a task it is because the men have been unlucky but that when women do poorly, it is because of a lack of competence.

The two psychologists also cited work by other researchers on how employees who achieve are rewarded. It found that when people are asked who should get promoted, they say "competent persons" and that hard workers should be given raises. But the study found that it doesn't work that way—hard-working women do not make more than men in jobs of the same level.

To explain this difference O'Leary and Hansen conducted their research on perceptions of what motivates men and women. In short, they found that men are seen as concerned with whether they win or lose and women are seen as concerned with how they play the game. The tangible rewards tend to go to the male.

Host Families Sought

Host families are needed for two exchange students from Nanzan University in Japan who will be studying at OU during the 1984-85 academic year.

Applications are being accepted by Carlo Coppola of the area studies program. Interested persons should call him by May 18.

The students, male and female, will live in the dormitories for most of their stay. During the periods when the dorms are closed, however, they will require other accommodations. Those times include when they arrive before Labor Day and Thanksgiving, Christmas and winter break, if they decide not to travel at those times. Host families have provided Nanzan students with a place to stay since the program started in 1976.

Coppola says host families have said they felt that serving in this capacity has been enriching and rewarding. The exchange students also have said that living with the host family for the various short periods has been among the most memorable parts of their exchange program.

The area studies program will provide host families with an orientation program before the students arrive and reliable and knowledgeable assistance with any problems that may arise during the student's stay. The only responsibility of the host family is to provide a place to stay. No financial commitment is necessary, Coppola says.

Staff Adds Lark

Catherine R. Lark is now serving as administrative assistant for Administration and Risk Management.

Lark previously worked for the Marsh & McLennan Agency where she was assigned to the staff of the Michigan Catastrophe Claims Association (Automobile). At OU, she will handle the university's insurance claims and adjusting system and be responsible for the Meadow Brook Subdivision accounts and leases.

She holds a bachelor's degree from the University of Michigan and is a master's degree candidate at Wayne State University.

Jobs Available ...

Information about the following job opportunities is available from the Employment Office, 140 NFH, or by calling 377-3480.

- Custodian I, AFSCME, residence halls cleaning.
- Clerk II, C-4, Registrar, records.
- Administrative secretary, C-7, English.
- Custodian, AFSCME, Campus Facilities and Operations, campus cleaning.

Special Hours Set

Reduced hours are in effect at the Kresge Library during the period between semesters.

Hours are 8 a.m.-8 p.m. Friday, April 20 and 8 a.m.-5 p.m. Monday through Friday April 23-27. The library will be closed April 21-22 and 28-29.

Regular hours will resume afterward.

Housing Prices Up

The OU Board of Trustees has increased room and board rates for the 1984-85 academic year because of higher labor and utility costs.

The increases range from 3.7 percent to 5.1 percent, depending on which meal plan a student elects.

Separate meal plans have been established to help students cut costs. Fall and winter semester room and board with nine meals per week goes up \$93 to \$2,388 (4.1 percent), fall and winter semester room and board with 14 meals goes up \$118 to \$2,448 (5.1 percent), and fall and winter semester room and board with 19 meals goes up \$93 to \$2,579 (3.7 percent).

A room-only option for students was increased \$93 to \$1,659 for fall and winter, up 5.9 percent.

Rates for the shorter spring and summer sessions and rent in the Matthews Court Apartments for married students were increased, also.

Hours Changing

The Graham Health Center will change its schedule beginning Monday, April 23 for the spring semester.

Clinic hours will be 8 a.m.-5 p.m. and physicians' hours will be 1-4:30 p.m. Monday through Friday. The exception will be May 28 when the university is closed to observe Memorial Day.

Beginning June 4, clinic hours will be 7:30 a.m.-5 p.m. and physicians' hours will be 1-4:30 p.m. Monday through Thursday. Friday hours will be 7:30-11:30 a.m. for the clinic and 9-11 a.m. for the physicians. The exception will be Friday, July 6 when both clinic and physicians' hours will be extended one hour because of the July 4 holiday.

The health center will close from August 13-24 and then reopen with regular hours on August 27.



Timmy Lawrence of Lake Orion was among a group of 4 year olds who were tested for kindergarten readiness by the School of Human and Educational Services. The tests were given by instructors from OU and the Lake Orion schools, including Vickie Hahn, a former OU student.

Senate Panel Hears From OU President

This testimony is similar to, but not identical to that given by OU President Joseph E. Champagne before the Michigan House Appropriations Subcommittee on Higher Education on March 6, 1984. The following remarks were given to the Senate Appropriations Subcommittee on Higher Education on April 9, 1984.

Members of the Senate Appropriations Subcommittee on Higher Education:

I appreciate the opportunity to discuss with you some of the issues that relate to the funding of higher education in Michigan, with specific focus on Oakland University. My prepared remarks will be as brief as possible affording members of the Committee as much time as practical for questions and open dialogue on issues of specific interest to this Committee.

Oakland University is located in a high population area of the state. Indeed, within just a few miles of the university, over a million residents live and work. Most of our students are working commuter students who live within a short distance of the campus. Additionally, because of the location of the university along Interstate 75, nearly half of the population of Michigan lives within commuting distance of Oakland University. I mention these facts only to point out that because of our location enrollment decline is not an anticipated major problem. In fact, our headcount enrollment grew again this year to the highest level in our history. There is considerable demand for our programs, but our resources simply do not meet the demand. Despite our deliberate capping of enrollment in several areas such as engineering, computer science, and business, we continue to attract students, though the average credit hour load of our students has declined due to increasing student costs. Only 45 percent of our students graduate in four years. However, approximately 80 percent graduate in five years.

We are faced with the question of whether or not we should generally restrict admission to the university in order to bring enrollment and resources in line with one another. We have tried to serve the people of Michigan fairly by keeping our doors open as wide as possible to those who are admissible. But I believe the time has come when we must begin considering turning away students, since the financial resources simply are not there to maintain any reasonable degree of quality. What a terrible injustice this would be to the many who need a college education in order to fare well in the high technology society in which we live—but there may be no alternative for us at Oakland University. You might also be interested in knowing that the average age of our student body is 27 years as our student population continues to shift to an older and working student body. These are the type students who live and work in Michigan and will likely remain here after graduation. Virtually all of our students are in-state residents.

Since 1977, our overall enrollment has grown by 10 percent with undergraduate enrollment growth at a much higher rate. In 1977, Oakland's enrollment accounted for 4.1 percent of the total enrollment of the state college and university system. But this year we now account for 4.8 percent of the total state enrollment, an 18 percent growth in our share of the state's public higher education enrollment in that period. Now that is certainly not bad in itself; in fact, it would be easy to be proud of the fact that more and more of the state's higher education students are choosing Oakland for their education. But indeed it is devastating under the current procedures for funding higher education in Michigan, because the State has declined to fund growth. In 1977, the base year for our discussion, the average appropriation per full-time student (excluding the big three universities, i.e., The University of Michigan, Wayne State, and Michigan State University) was \$1,684 while Oakland's appropriation was \$1,678, a difference of only \$6. For all practical purposes, Oakland was right at the average in state funding. However, in 1984, the average funding for the State is \$2,702 per full-time student, but Oakland's funding is only \$2,391, or \$311 behind the state average. Remember, that in 1977 the difference was \$6 and today it

has grown to \$311 per student. Michigan in recent years has been in a posture of across-the-board level funding increases, such that those schools which grow in enrollment are in effect penalized and those which decline in enrollment are funded for students that are no longer present. Indeed, many may have transferred to schools which do not receive the incremental funding for the gain in students.

Last year I asked this Committee to address this serious problem of funding inequity, and I urge you again to address this problem. Let Michigan return to formula funding which is based on levels and complexities of enrollment and get off this indefensible system of across-the-board funding. Until this decision is made, I see no real solution to the higher education funding problems of this state. We are not advocating that you cut the appropriation of those schools which have declined in enrollment in the past few years, for the base appropriations are too low to fund even these schools adequately; but we are asking that you find a way to fund equitably those schools which have responded to the enrollment needs of the people of this state. We have calculated that based upon current funding levels, Oakland has been under-funded by \$3.8 million this year alone due to the failure of the State to fund Oakland's responsiveness to citizen higher education needs. In other words, we are under-funded by over 1,400 full-time equivalent students at this time, which for us in terms of headcount are nearly 1,800 students. Several other institutions are in the same troubled waters, and our calculations show that it would only take about \$21.5 million dollars to make the growth institutions whole again, in terms of their proportionate share of the total enrollment of the state.

I know that you have addressed the issue of formula funding in your subcommittee work sessions, and you are well aware of the complexities involved in the return to formula funding. I would like to suggest that you recommend in the appropriations bill the eventual return to the formula system. I do not wish to endorse any specific formula, for I feel that circumstances have changed since the Investment Needs Model was adopted. That system may no longer be applicable, but it may also have many good points that could be built upon. Your asking in the appropriations bill that the fiscal agencies, in concert with the universities, develop a formula model would begin the long needed process to reestablish an equitable system for funding, one which would be based upon cost and need rather than simple across-the-board type funding adjustments. Such action would be an important first step.

The next point I wish to cover relates more specifically to our reactions to the current proposed level of funding for higher education in the 1984-85 executive budget proposal. I want the record to clearly state that I agree with the Governor in that we must find a way to stop the terrible growth in tuition at Michigan universities. This growth is the result of two factors: declining state aid and budget cuts on the one hand and inflation and rising costs on the other. Both state aid and inflation are improving, in that during the current year we saw no executive order reductions and inflation declined considerably. But is the proposed executive plan of a 10 percent appropriations increase coupled with a tuition freeze sufficient? First let me point out that the Council of College and University Presidents on December 15 recommended to the Office of the Governor in a statement before the Department of Management and Budget that a minimum of 12 percent increase in appropriations was needed to avoid inordinate tuition increases; in other words even at 12 percent some tuition increase would be necessary. While the concept of a tuition freeze is lauded by all, and by the colleges and universities as much as anyone else, the numbers proposed to achieve this freeze are simply not sufficient in our opinion.

Let me quickly show you what the 10 percent increase in state appropriations net to in terms of Oakland's total budget. In 1984, appropriations accounted for 57 percent of the total operating revenues of the institution. Therefore a 10 percent appropriation increase would reflect only a

5.7 percent budget increase. But since the university's fiscal year starts three months before the state's fiscal year, the impact of the new appropriation level must be reduced by one quarter. The effect is a net budget increase of approximately 4.3 percent. So what started out as a state fiscal 1985 appropriations increase of 10 percent ends up as an institutional fiscal year budget increase of approximately 4.3 percent. We simply do not know how we can live with a budget increase next year of approximately 4.3 percent. While inflation has come under control, utility costs continue to soar (remember the cold winter this year and how it affected your home heating bills—just imagine what it did to our campus-wide bills), and we have labor commitments to meet. Our preliminary budget forecasts show that under the proposed executive plan without a tuition increase Oakland will face a substantial fiscal year deficit in 1985. We are currently studying all options possible to avoid this deficit, but the point is that the funding plan as proposed is simply inadequate. When you couple this proposed appropriation increase, which we feel is inadequate to meet current needs, with the under-funding at Oakland that has resulted from the enrollment growth I discussed above, you can easily see that Oakland faces fiscal shortfalls that are of enormous magnitude.

I suggest that the Committee consider the restoration in part or in whole of Executive Orders 1982-12 and 1983-5 which are both considered deferrals. Indeed the current appropriations bill refers to the eventual restoration of this \$44 million deferral. Restoration in part or in whole would help to cover the fiscal shortfalls in the state and would provide a funding level far more consistent with need than is addressed by the current executive budget proposal. If the legislature would adopt a plan to release about two-thirds of this deferred amount this year, Oakland would avoid an anticipated deficit.

We do not believe the provision of forward funding permitted during the past two years is sound practice. We at Oakland have not adopted forward funding as a practice, for we feel it is fiscally dangerous and could cause serious future deficits which for the present would remain hidden, but which are, nevertheless, real. We strongly urge the restoration of the deferrals as soon as possible and the abandonment of what we feel are unsound fiscal practices. In our opinion the forward funding concept simply masks the real financial shortfalls, and if allowed to continue, will spiral the deficits in the future to unmanageable proportions.

The ultimate solution lies in adequate appropriation levels to avoid future tuition increases, and the return to formula funding to achieve and maintain funding equity. We believe that both stabilizing tuition and achieving equity are desired and can be realized in the ways we suggest. The state must adopt an educational policy which provides for reasonable levels of tuition and funding equity based upon documented need.

An analysis of the faculty and staff at Oakland University shows that our faculty has the highest teaching load in the state, while being paid at levels below the national faculty salary average. Our faculty produce more and yet are paid less on a national average basis—but yet we must recruit in a national market. We simply cannot compete for the quality faculty our students deserve. Additionally, in other employment categories we have fewer workers per student than most institutions. The average for the state institutions is one full-time employee per 6.7 students; while at Oakland the average is one employee per 9.1 students, with only two institutions, Ferris State and Central Michigan, having more favorable ratios, 9.9 and 9.3 respectively. In other words, the Oakland University employee is indeed very productive relative to the other institutions and we believe deserving of a compensation level that is based upon this high level of productivity. Again, this fact attests to the importance of achieving funding equity by a return to formula funding as soon as possible so that our universities can maintain the quality they have long been noted for and continue to enroll those students who are deserving of a higher education in Michigan. We believe that Oakland has been a responsible steward of the resources entrusted to it, but the resources

given Oakland are simply now inadequate for it to be responsible stewards of the quality that is demanded of it.

Finally I wish to address some of the specific areas this Subcommittee has studied as possible areas for funding within the overall higher education budget. These include such areas as instructional equipment, scholarships, endowed chairs, program revision requests, new facility openings, etc.

I think the suggested approach of funding a fixed level on combined appropriation and tuition bases for this year is a practical and expedient approach given the fact that the formula system would not be practical this year. However, I also feel that to fragment the rest of the funding into a variety of sub-topics in the absence of a formula to justify them, is not a good approach. I would prefer that you simply improve the base funding and allow the institutions the flexibility to apply these funds where each institution has the greatest need. However, there are certain aspects of your deliberations which are very appropriate. For example, emphasis on instructional equipment, program revision requests, and new facility openings are very important priorities and take into account individual institutional differences.

While Oakland has not had any new facility openings this past year, we did retrofit a dormitory into faculty office space to free up other space for needed laboratories. While we did receive state assistance to make the conversion, we are requesting \$70,000 per year to maintain and provide utilities for this conversion. It was far more efficient to convert a dormitory than to construct a new building and we feel we saved the state a considerable amount of money through this approach. We do request that you assist us in keeping this facility operational since dormitory revenue no longer supports it. Other institutions have actually opened new facilities, and they likewise need additional help.

In respect to scholarship funds, we believe that any additional funds should be need based since the cost of higher education has become so high. But beyond supplementing need based scholarships, we feel that additional funds would serve a greater population of students if simply rolled into the base appropriations, for this approach would have the effect of reducing for everyone the tuition growth problem.

Finally I would like to have Dr. Keith Kleckner address the two areas of instructional equipment and program revision requests. He is our Provost and Chief Academic Officer and can be quite specific as to our needs and thereby address your concerns in this area. But before I ask him to make a few comments, I would like to background his comments by pointing out the thrust we have taken to be a strong partner in the economic development needs of the state. Our location puts us right in the heart of the high technology revolution that is impacting Michigan. We have joined together with the Oakland Community College, Auburn Hills Campus, and two private land owners in the area adjacent to our university to create a high technology research and development park. About 1,800 acres have been dedicated to the project which was formally announced a month ago. Our aim is to serve as a catalyst for high technology growth and development in Southeastern Michigan. If we are to be successful in this effort which will benefit the economic base of the entire state, we must be sure that our institution is prepared to relate to the high technology era. Our labs must be up to date and our faculty must have state of the art equipment to educate those students who will be employed in this environment. Thus we stress the importance of providing funds to upgrade our obsolete equipment and to restore our universities to the levels of excellence they once were known nationally to have achieved. We know that you share our concerns and we hope that you agree with the aggressive approach we have taken to stimulate economic growth. But we must be in a position to carry through on our commitment to excellence.

Thank you for this opportunity to share our thoughts with you this afternoon.