

Archives

Fall 1995

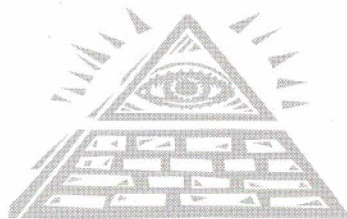
OAKLAND UNIVERSITY

MAGAZINE



THE GREENING OF OAKLAND

OU EMBRACES A NATIONAL TREND TOWARD ARCHITECTURE THAT IS
EARTH-FRIENDLY, COST EFFICIENT AND ATTRACTIVE



MAKE AN INVESTMENT. JOIN THE OU ALUMNI ASSOCIATION.

No matter which year you graduated, your Oakland University degree increases in value when you join the OU Alumni Association.

ENJOY SPECIAL DIVIDENDS

Take "stock" in OU by joining the OUAA and receive select privileges and services:

- Discounts for Meadow Brook Theatre, Katke-Cousins Golf Course and Meadow Brook Health Enhancement Institute.
- Lower prices on car rentals, hotels, records and CDs and more.

PROFIT SHARING WITH A PURPOSE

As an OUAA member, you can profit from, and share in, the many resources the university has to offer:

- Broaden your personal and professional network through special OU reunions and invitations to select campus programs and events.
- Build new skills through career workshops and take advantage of OU's placement and career development resources, Kresge Library and the computer center.
- Break new ground through meaningful volunteer opportunities. Whatever your area of interest or expertise, the OUAA can use your help in ways that can really make a difference to the university and have an impact on the lives of current OU students.

TAKE STOCK IN OAKLAND UNIVERSITY. JOIN THE OUAA TODAY!

YES. I WANT TO JOIN THE OUAA!

Annual Membership Dues \$30*

My check for \$ _____

is enclosed (payable to Oakland University)

Charge \$ _____ to ☐ Visa ☐ MasterCard

Expiration Date _____

☐ I am enclosing an additional contribution of

\$ _____ in support of alumni programs

☐ Please contact me about volunteer opportunities at Oakland.

☐ Please add me to the Alumni Electronic mailing list.

My e-mail address is: _____

Name _____ Former Name _____

Spouse _____ Student# _____ Birthdate _____

Home Address _____

City _____ State _____ Zip _____

Day Phone _____ Eve. Phone _____

Employer _____ Title _____

Business Address _____

City _____ State _____ Zip _____

*Dues should not be confused with Oakland University Annual Fund contributions. Both programs are important to the university but meet different needs.

Please return this form with your check or credit card information to: OUAA, John Dodge House, Oakland University, Rochester, MI 48309-4401 or fax this form with your credit card information to (810) 370-4420.

OAKLAND UNIVERSITY

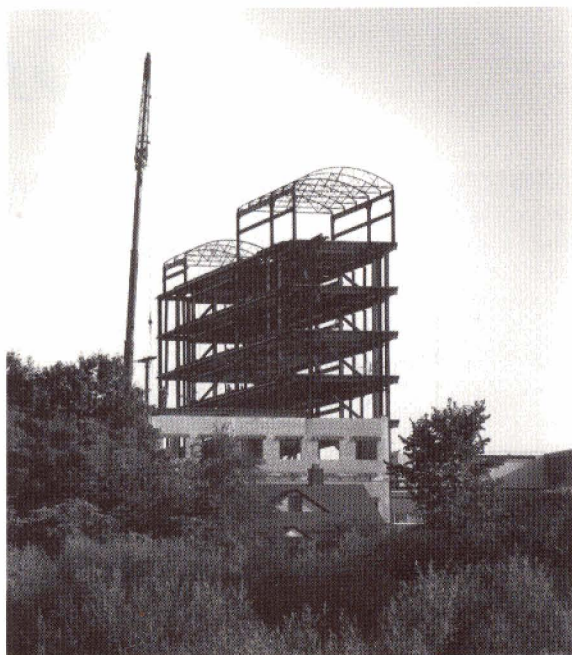
Fall 1995

M A G A Z I N E

OAKLAND UNIVERSITY

NOV 02 1995

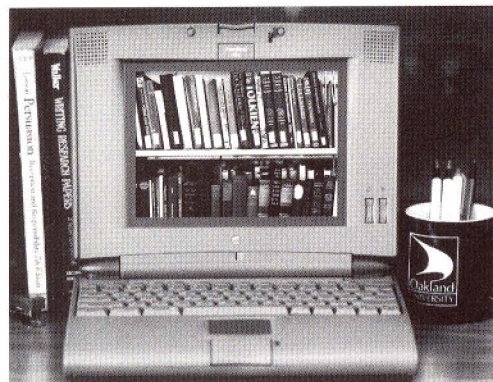
LIBRARY
ROCHESTER, MICHIGAN



8



12



17

Features



8 The Greening of Oakland

OU embraces a national trend toward architecture that is earth-friendly, cost efficient and attractive



10 Super Sleuth

Chemist probes for clues to environmental problems



12 Down and Dirty

Oakland's environmental alumni and faculty roll up their sleeves to address increasingly complex environmental issues

17 You Say You Want a Revolution?

Kresge Library staff can help you merge into the information highway fast lane

20 Strategic Plan 1995-2005

Oakland University begins to position itself for the future

Departments

2 Editor's Choice

Our changing environment

3 On the Move

OU Foundation helps fund campus growth...All in the Family: School means business...Fischer and Schlaybaugh re-elected

7 Book Ends

Natural Wonders of Michigan...Variations on the Ordinary: A Woman's Reader

24 In Touch

Oakland to honor alumni

28 Parting Thought

Donna DeBaets '79

Cover illustration by Kyle Raetz



Our changing environment

YOU CAN COUNT ON IT. Each issue, Oakland University Magazine will select a subject of paramount importance and devote special treatment to it.

Take, for instance, this issue.

In contemplating a topic, we realized that the movement toward green architecture was not isolated. Government and big business – such as the Natural Resources Defense Council headquarters in New York City and the Wal-Mart chain in Lawrence, Kansas – were getting in on the act, designing environmentally sound buildings that are cheaper to operate and offer a healthier environment for workers.

Higher education is also jumping on the green bandwagon. Oakland's proposed \$43-million engineering and science complex, for example, will have an air conditioning system that will make ice at night so no power will be needed for cooling during day operations. Oakland's other major project, the \$37-million student recreation center, as well as most of Oakland's other campus buildings, will incorporate green elements.

The green movement poses some questions. Yes, the environmental spirit is clearly more evident in architecture and building materials. But what is the motivation for going green: idealistic or materialistic? Who are these people fighting for our safe drinking water? And how are universities, lacking resources and economies of scale, able to do what big business can?

Intriguing questions, all. We know, of course,

there are no easy generalizations. So we decided these questions would form the basis of an in-depth examination of our greener world.

And that's just the tip of the environmental iceberg.

In this issue, Oakland alumni apply their problem-solving skills to tackle Michigan's environmental problems. Chemistry Professor Paul Tombouljian leads a provocative study examining the relationship between environmental influences and people, and scientist Ronald Hites '64 extracts his cutting-edge strategies to problem-solving at Indiana University.

As the new editor of the Oakland University Magazine, I trust that our efforts will make rewarding reading for all of you. And I also trust that you will respond favorably to my challenge for every alum to take an active role in the university magazine by sending letters to the editor and news of promotions, and other personal milestones to the Publications Office, 109 North Foundation Hall, Oakland University, Rochester, MI 48309-4401.

And because we are proud of your accomplishments, we will be working harder for you in the coming issues to improve the magazine's appearance, overall design and editorial content.

Our goal is to make this your magazine.

You can count on it.

Theodore G. Coutilish

OAKLAND UNIVERSITY MAGAZINE

Interim President
Gary D. Russi

Vice President for University Relations
David S. Disend

*Director of Communications
and Marketing*
Geoffrey C. Upward

Editor
Theodore G. Coutilish

Guest Editor
Nancy Ryan

Assistant Editor
Vicky Billington

Editorial Assistant
Sheila Carpenter

Art Director
Lynn S. Metzker

Staff Photographer
Rick Smith

Magazine Advisory Board

John J. Bailey
Rose Cooper
George Dahlgren
Marianne Fey '80
Barbara Barrett Halajian '80
John W. Henke, Jr.
Eric Hood '77
Margo King
Jane Rayburn
Allen F. Smyth
Gerald Turgeon
Geoffrey C. Upward

OAKLAND UNIVERSITY MAGAZINE is published quarterly by Oakland University, with support from the Oakland University Alumni Association and The President's Club of the Oakland University Foundation. Reproduction without permission is prohibited. ISSN: 1054-6480

Editorial and publishing offices are located at 109 North Foundation Hall, Oakland University, Rochester, MI 48309-4401. (810) 370-3184 Fax (810) 370-3182.

Oakland University is an equal opportunity and affirmative action institution.



Biologist mussels in on water mollusk research

Ridding the state's lakes and rivers of damaging zebra mussels is as hard as shoos all the mosquitoes from Michigan, says Oakland University biologist Doug Hunter.



Zebra mussels attached to a native clam from Lake St. Clair.

Hunter should know.

He has been studying the growing population of zebra mussels in Lake St. Clair and the Clinton River for the last five years, with the help of more than \$160,000 in various research-related grants and support from the Michigan Nongame Wildlife Fund, the Nature Conservancy and the OU Research Committee.

The zebra mussel is a freshwater mollusk accidentally introduced into the Great Lakes and is growing at an alarming rate, particularly in Lake St. Clair and the western basin

of Lake Erie, clogging pipe and intake valves and destroying native clams, which help keep the waters clean.

Today, the ecosystem of the Clinton River is in danger of changing forever in response to a zebra mussel invasion, Hunter warns.

"No one knows where zebra mussels will stop," he says. "There is no environmentally acceptable way to get rid of them."

The changes zebra mussels will bring to Michigan's water ecosystem are irreversible.

"Native mussels are on the endangered species list in Michigan because they are important bottom-feeding organisms that help keep the waters clean," Hunter says.

"They feed on algae and help concentrate contaminants in the water. If native clams are eliminated, they would probably not come back."

Hunter has proposed that the Michigan Department of Natural Resources formulate native clam conservation and relocation efforts.

In another study by Hunter and his student researchers, the commercially valuable yellow perch have shown to grow faster and larger with zebra mussels present.

"The effects of zebra mussels on the whole are overwhelmingly negative," says Hunter. "Since they're here to stay, we need to recognize their positive attributes and try to find ways to exploit them."

BRIEFLY

▼ **Oakland University's first distance learning classrooms come on-line this fall, enabling Oakland to reach students in a variety of new ways, either on or off campus.**

▼ **Two 50-seat classrooms will be transformed into interactive multimedia centers, allowing students and faculty access to all types of media. Types include voice, video, audio and data via VCRs and videotapes, telephones, satellite programming, CD ROMs and the Internet.**

▼ **Oakland University will place two satellite dishes in its Language Learning Center this fall to give foreign-language students exposure to overseas television programming.**

▼ **Useful information about Oakland University is available on the Internet (<http://www.acs.oakland.edu>) from various academic, sports and cultural schedules of events to the ins and outs of the admissions and registration processes. Prospective students can also apply on-line to any of Oakland's 73 undergraduate and 35 graduate programs. Through e-mail, questions about admissions can be directed to ouinfo@oakland.edu.**

▼ **Missed the latest sports score? Don't just get the numbers, get the highlights and upcoming attractions of all Pioneer men's and women's sports teams by calling the OU Pioneer Sports Hotline at (810) 370-GO-OU.**

▼ **All university student services departments are open until 7 p.m. Wednesdays to better serve working and evening students. Regular office hours are 8 a.m. to 5 p.m. weekdays, though many offer later hours on various days. For information, call the main campus number at (810) 370-2100.**

The write stuff

Agents, editors, publishers and print professionals from all genres of the writing field will offer their expertise at the 34th Annual Writers Conference Oct. 27-28, cosponsored by Oakland's Division of Continuing Education and the Detroit Women Writers. About 500 writers are expected to confer on campus to attend any of the 36 workshops, which range from techniques of good writing to marketing a manuscript. The conference at-

tracts both experienced writers who want to refine their creative skills and track the publishing market, as well as beginners who need exposure to all dimensions of successful writing. It also offers an opportunity to speak with writers from across southeastern Michigan. Keynote speaker will be essayist Kathleen Stocking, author of *Letters from the Leelanau — Essays of People and Place*. For more information, contact Continuing Education at (810) 370-3120.





Downing



Otto



Black



Mehl



Ashby

New roles and faces on campus

Acting deans **David Downing** (College of Arts and Sciences) and **Mary Otto** (School of Education and Human Services) have been appointed to fill those posts on a permanent basis.

Downing had been acting dean since July 1994. He has also served as associate dean of the college and is an associate professor of mathematical sciences. Otto was named acting dean in August 1994. A professor of education, she has served as special assistant to the president, director of research and academic development and as an American Council on Education Fellow in academic administration. Both are active in the university's community outreach programs.

Rochelle Black has been appointed director of government relations. In this new position, Black is overseeing all local, state and federal legislative affairs and serves as the university's chief lobbyist and liaison in legislative matters. Previously, Black served as deputy press secretary for the Office of the Governor and as marketing and communications director for the Michigan Department of Public Health.

Jack Mehl has been named director of athletics. Mehl began his duties in August as the OU Pioneers began their 31st season of NCAA Division II championship sports. Mehl comes to Oakland from the Rose Bowl, where he served as business and marketing manager since 1993. He served as director of athletics at Florida Atlantic University, where he was golf coach. Mehl was basketball coach at three other schools, including the University of North Carolina at Greensboro, Ohio University and Otterbein College.

Lisa Baylis Ashby has been named executive director of Meadow Brook Hall. Ashby served most recently as an administrator of curatorial affairs and exhibitions for the Minneapolis Institute of Arts. She has an extensive background in museum management, including past director of Finance and Administration for the Minnesota Children's Museum, and has held various positions with the J. Paul Getty Museum, trust and grant program.

Beginning in October, the Oakland Center will have a new director. **Richard Fekel** joins Oakland from the University of Northern Iowa in Cedar Falls. He has extensive experience in student center management and also in general contracting in the construction industry.

Additionally, **Robert Johnson** has been named associate vice president for Enrollment Management and director of Admissions. Johnson was the executive director of Admissions and Enrollment Management at Central State University in Ohio. From 1984 to 1986, Johnson served as vice president of Marketing and acting president at Ohio Works Co. in Dayton, Ohio.

All in the family: School means business

The School of Business Administration is establishing a Center for Family Business to offer a variety of resources and training unique to family-owned companies throughout Michigan.

Michael Palazzola '78, a certified public accountant with Derderian, Kann, Seyferth & Salucci, P.C., Troy, initiated the effort with the SBA last spring. The center's goal is to offer applied research on family business issues, consulting, publications and working business retreats.

"Family businesses are getting bigger as larger corporations are downsizing," says Palazzola, a member of the SBA Accounting Advisory Board. "Through our work in accounting, we saw the need to provide full-service opportunities to family businesses."

The business center idea was a good match for the school, says Robert Kleiman, associate professor, Finance, who will serve as the center's director. "Michigan has a tremendous number of family-controlled businesses," he says.

It is estimated that about 90 percent of American businesses are family owned or controlled. In the Detroit area, there are 107,000 such businesses, ranging from Fretter Appliance and Crain Communications to local mom-and-pop convenience stores. Fewer than 30 percent of these companies, however, will successfully make the transition to second- or third-generation management without outside help, Kleiman warns.

The center, opening this fall, will include SBA faculty and several founding partners: Derderian, Kann, Seyferth & Salucci, accounting services; Merrill Lynch, money management; Seidman & Co., investment banking; Comerica, commercial banking; Pepper, Hamilton & Scheetz, legal services; Mass Mutual, life insurance and estate planning; Meadowbrook Insurance, property and casualty insurance; and Great Lakes Strategies, human resources consulting.



Enviro-Explorers take a trip to the pond.

Oakland students learn, naturally

All the world was a classroom for more than 60 Oakland University graduate students and elementary students who participated in this summer's on-campus Enviro-Explorers Day Camp.

The two-week camp, sponsored by the university's Institute for Action Research, was a joint teaching effort between faculty from Oakland's School of Education and Human Services and the Auckland College of Education, New Zealand. The camp was designed to give Oakland early education graduate students the opportunity to take both curriculum and assessment courses and put theory into practice and practice into assessment.

"We used a team approach to teaching so the students were able to do things in small groups, where real learning occurs," says Shannan McNair, assistant professor, Education, and camp assistant director. "The camp gave our students opportunities to try out new teaching strategies, immediately judge their worth and have their questions answered."

McNair says she hopes to expand the camp format to a larger scale next year.

"The camp showed the graduate students how you can bring more interesting things into the classroom to help children learn," she says. "And the campers had fun. They learned to use some of their science and math skills to solve new problems."

Plugging into the Clinton River

A School of Business Administration systems researcher is expecting to finalize a plan by October to produce a CD-ROM that will help area communities learn more about their water resources.



Robbin Hough, professor, Economics and Management, is

designing a program that "people can just pop into their personal computer and learn about the Clinton River" through his work with the Clinton River Watershed Council and the international Society for Cybernetics Systems Research. Hough targeted the Clinton River because of its location and the fact that half of the river's 80 flowing

miles is treated waste water from six municipal wastewater treatment plants.

"There are more than 50 governmental units in the Clinton River basin and none with the authority of monitoring and keeping the water site safe for humans," says Hough, adding that the Environmental Protection Agency and the National Science Foundation are considering his proposal. "We want to definitely make this happen."

Eventually, Hough wants to include other bodies of water in his computer monitoring program. The U.S. Geology Survey has data available that tracks 500 variables on more than 340 rivers across the United States dating back to 1907, Hough says. The agency plans to share this information with Hough for use in his CD-ROM database.

OU Foundation helps fund campus growth

The Oakland University Foundation made a major commitment to the university by allocating nearly \$2 million – seven times the amount of funds it allocated last year – for academic programs, staff development and student services for 1995-96.

"This represents the confidence the Foundation has in the leadership and direction of the university," says David Disend, vice president, University Relations, and executive director, Oakland University Foundation.

Some of the major allocations for the upcoming year include:

- \$531,000 for a complete renovation of the Academic Skills Center and Admissions.
- \$500,000 for an Animal Care facility for biomedical research.
- \$347,000 to expand the Honors College.
- \$150,000 to establish an automotive research and education center, to be called the Michigan Center for Automotive Research.

The OU Foundation is a private, nonprofit corporation whose mission is to support university programs; it is comprised of business, civic and community leaders.

Campus Calendar

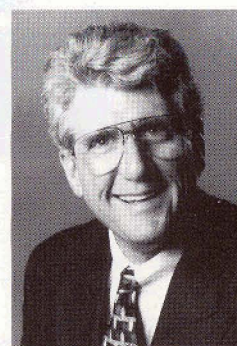
- Oct. 1 Opening night, *Shibori: The Art of Japanese Indigo Dyeing*, Meadow Brook Art Gallery
- Oct. 2 Student Life Lecture Series: Greg Louganis, Olympic diving champion
- Oct. 6 Women's volleyball vs. Northwood University
- Oct. 7 Alumni Reception and Annual Awards Recognition Banquet, Oakland Center
- Oct. 7 Women's volleyball vs. Saginaw Valley State University
- Oct. 7-8 Men's Soccer Central Region Classic
- Oct. 12 9th annual Hammerle Lecture: Eric Martin, on the digital revolution, Dodge Hall of Engineering
- Oct. 14-15 Women's Central Region Soccer Classic
- Oct. 17 Women's volleyball vs. Wayne State University
- Oct. 18 Men's soccer vs. University of Michigan
- Oct. 19 Women's soccer vs. Siena Heights College
- Oct. 20 Women's volleyball vs. Gannon University
- Oct. 20 Opening Night, *Lend Me A Tenor*, Meadow Brook Theatre, runs through Nov. 12
- Oct. 20 Concert Band, Recital Hall
- Oct. 21 Cellist Yegor Dyachkov, Recital Hall
- Oct. 21 Men's and women's soccer vs. Lewis University
- Oct. 21 Women's volleyball vs. Mercyhurst College
- Oct. 25 Faculty Chamber Music, Recital Hall
- Oct. 25 Men's soccer vs. Siena Heights College
- Oct. 27 Student Chamber Ensembles, Recital Hall
- Oct. 27 Women's volleyball vs. Hillsdale College
- Oct. 28 Men's and women's soccer vs. Tiffin University
- Oct. 28 Women's volleyball vs. Ashland University
- Nov. 1 Women's soccer vs. Grand Valley State University
- Nov. 3-4 Eisenhower Dance Ensemble, Recital Hall
- Nov. 4 Men's soccer vs. Mercyhurst College
- Nov. 9 Afram Jazz/Vocal Jazz, Recital Hall
- Nov. 15-19 *Getting Out*, Studio Theatre
- Nov. 17-18 OU Tip-Off Tournament Women's basketball
- Nov. 18 Oakland Chorale/University Chorus, Recital Hall
- Nov. 22 Concert Band, Recital Hall
- Nov. 21 Women's basketball vs. Siena Heights College
- Nov. 27 25th Annual Christmas Walk, *A Silver Celebration*, Meadow Brook Hall, runs through Dec. 10
- Nov. 29 Men's basketball vs. University of Michigan-Dearborn
- Nov. 30 Meadow Brook Estate, Recital Hall
- Nov. 30 Opening night, *A Christmas Carol*, Meadow Brook Theatre, runs through Dec. 27
- Dec. 7 Men's and women's basketball vs. Saginaw Valley State University
- Dec. 8 OU Community Chorus, Recital Hall
- Dec. 8-10 Oakland Dance Theatre, Studio Theatre
- Dec. 9 Men's and women's basketball vs. Michigan Technological University
- Dec. 9 Opening night, *Joseph Wesner at Mid-Career*, Meadow Brook Art Gallery, runs through Jan. 31
- Dec. 19 Men's basketball vs. Great Lakes Christian College
- Dec. 29-30 Men's Blimpie Basketball Classic
- Jan. 4 Opening night, *Camping with Henry and Tom*, Meadow Brook Theatre, runs through Jan. 28

For more information, call (810) 370-2100.

Fischer and Schlaybaugh re-elected

David T. Fischer, president, Suburban Motors Co., Troy, was re-elected to a one-year term as chairman of the Oakland University Board of Trustees effective Aug. 3. Attorney Rex E. Schlaybaugh Jr. of Birmingham was re-elected vice chairman of the board.

Both were elected to their first terms in August 1994.



Fischer

Fischer has been a board member since 1992 and has been president of Suburban Motors since 1978. He is the North American International Auto Show chairman emeritus, has served as presi-

dent of the Detroit Auto Dealers Association and was recently singled out for being

a two-time winner of the Toyota President's Award, the highest mark of excellence a Toyota dealer can attain.



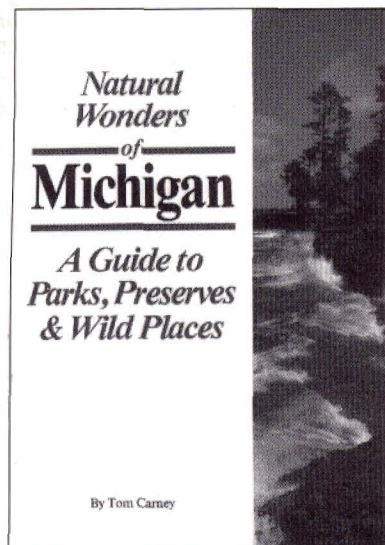
Schlaybaugh

Schlaybaugh has been a board member since 1993. He is a partner and attorney with

Dykema Gossett, specializing in merger and acquisition issues. He is a member of the board of directors of the Manufacturers Life Insurance Company of Michigan, Bloomfield Hills Bancorp Inc. and the Bank of Bloomfield Hills. He has served as a member of the Michigan Department of Commerce's Low-Cost Housing Task Force and as a member and chair of the Michigan Cemetery Commission.

Natural Wonders of Michigan

by Tom Carney



The following excerpt from the introduction to *Natural Wonders of Michigan* by Tom Carney '72 describes the philosophy behind his travel guide:

I don't like being around lots of people. This is especially true when I'm trying to enjoy nature. And I don't mind rising extra early in order to visit places before the crowds arrive. I don't like to pay for the pleasure of experiencing nature; there's something incongruous about that concept. By the same token, I don't mind helping to defray the cost of developing and maintaining naturally appealing areas in a manner that makes them more accessible without destroying them. I've done my best to outgrow the zoo mentality that seems a part of our culture, and I don't want to perpetuate it by including places that exist primarily for the display of captive, non-native species. A

couple of other prejudices are so obvious I should admit them up front: Presque Isle and Marquette Counties in the Lower and Upper Peninsulas, respectively. Also, for this book, I want to emphasize nature's work and not man's. Therefore, with a few noteworthy exceptions, man takes a backseat in the pages that follow. Finally, the most popular attractions don't necessarily get the longest entries.

In addition to succinct descriptions of more than 40 "green" places, Carney provides directions and general information for each site. In addition, the 172-page book features original pen-and-ink drawings by Lois Leonard Stock.

\$9.95, © 1995 Country Roads Press, P.O. Box 286, Lower Main St., Castine, Maine 04421.

Variations on the Ordinary: A Woman's Reader

edited by Margo LaGattuta

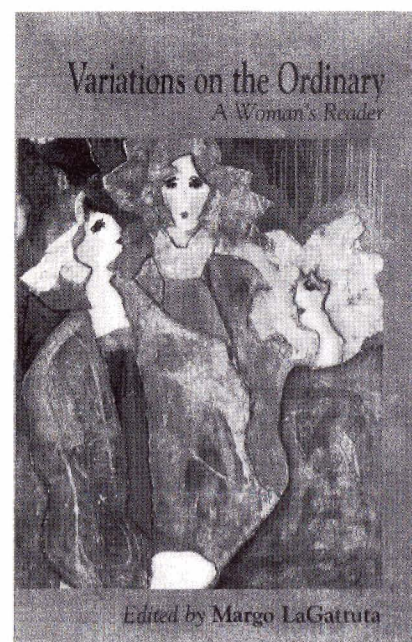
"This anthology of nine new writers showcases a variety of voices in both poetry and prose," notes Susan Hawkins, associate professor of English at Oakland University and former coordinator of the women's studies concentration, about *Variations on the Ordinary: A Woman's Reader*. "As the title indicates, the focus of these selections is on women's daily lives, their responsibilities and their connections to lovers, friends, husbands, children, mothers and fathers."

These writers face the realities of a parent's death, of divorce, of single motherhood and of aging. But they also recall how they first learned about sex, what joy it was to know that special friend and why they feel at home in their houses. The "ordinary" details of childhood, adolescence, adulthood and middle and old age resonate throughout the selections. But, as the title also emphasizes,

it's in the "variations," as in music, that we hear differently, perceiving "notes sung anew and experience, once again, the pleasure that only words can create."

Variations on the Ordinary features the work of nine Michigan women writers, including poet Nancy Henderson '75 and fiction writer Nancy Ryan '82, '89, and was edited by poet and creative-process teacher Margo LaGattuta '80, whose fourth book of poetry, *Embracing the Fall*, was published by Plain View Press in 1994. The 220-page anthology has a full-color cover: a collage, *Strong and Beautiful Women*, by Texas artist Kathy Heno-Stuffel.

\$16.95, © 1995 Plain View Press, Austin, Texas. Available from: Inventing the Invisible 2, 3128 Walton Blvd., Ste. 186, Rochester Hills, MI 48309.



THE GREENING OF OAKLAND



AFTER A FALSE and unaesthetic start in the early 1970s, green architecture is coming of age on university campuses nationwide. Green architecture is the practice of using materials and building techniques that cooperate with nature.

The motivation for building green over building conventional is overwhelming, experts say.

Architects, builders, construction managers and university leaders are acknowledging that environmentally sound buildings are not only earth-friendly, but cheaper to operate and offer a healthier environment.

These advantages will be demonstrated in Oakland University structures such as its planned \$37-million student recreation center and \$43-million engineering and science complex and through its ever-widening tapestry of on-campus energy conservation, recycling and environmental awareness programs.

"Green buildings are marketplace driven and demand a careful evaluation of every component that goes into construction, including lighting, heating, ventilation, carpeting, wall coverings, paint, waste disposal and even the structure itself," says Tim Casai, vice president, TMP Associates, the Bloomfield Hills, Mich., architectural firm hired to design Oakland's new student recreation center. "Architects and designers are recognizing their responsibility to make decisions that are more in harmony with the earth."

Up until recently, green buildings were scarce in the United States.

After World War II, America enjoyed a tremendous technological strength and cheap energy, a combination that encouraged the development of glass buildings and of haphazard siting, Casai says. The oil crisis of 1973 gave an impetus to the effort to avoid toxic components and fossil-fuel technologies in building design, but the ecologically conscious structures that resulted were not very livable.

"Today, the architectural trend is to design structures that are far more energy efficient than even 10 years ago and that combine technology and nature in surprising new ways," Casai says.

Some of those new ways include using rolls of recycled cotton as a natural alternative to fiber glass, nails from melted-down cars and shingles from aluminum cans. Several companies make decking, landscape edging and

UNIVERSITY EMBRACES A NATIONAL TREND TOWARD ARCHITECTURE THAT IS EARTH-FRIENDLY, COST EFFICIENT AND ATTRACTIVE



mailbox posts from recycled jugs. Others produce floor tiles made from golf tees, broken glass, wood chips and plastic scrap and combine plastic and sawdust to form a replacement for lumber.

Jeff Hausman, AIA, project manager for Smith Hinchman & Grylls, Detroit, thinks environmental consciousness is not merely a new constraint on his profession but has the potential to create a new aesthetic. Take, for example, Oakland's two proposed facilities. Each will include high-efficiency heating and cooling equipment, high-performance insulated windows and sealants, durable products and materials that have longer life and recycled materials, such as ceramic tile made from glass, carpet pads made from used carpet and entrance mats made from truck tires.

"In the 70s, solar energy was the answer to all of the problems," Hausman says. "In the 90s, we take a realistic approach that buildings can be used over again. It might cost a little more in the short term, but it saves a lot

more money in the long run."

Oakland's on-campus energy conservation and recycling efforts are also following the green wave.

Over the years, the university has adopted a continuing program of energy-conservation measures such as installing high-efficiency lights and motion-sensors and replacing old and costly air-conditioning units.

Rick Perhai, Oakland plant engineer and energy manager, says the university will renovate the air conditioners in Kresge Library, O'Dowd Hall and the Hannah Hall lecture room and replace the unit in North Foundation Hall. Units are also needed in South Foundation and Hannah halls.

The air-conditioning projects will cost between \$2.3 and \$2.8 million.

Other recent energy-conservation measures at Oakland include:

- Speculative reflectors which use half the energy of regular lights.
- Exit signs using LED technology. The signs use 1-2 watts, versus the 40-50 watts of the old signs, and need replacement every 30-40 years instead of once a year.
- Air conditioners that make ice at night, reducing the demand for energy during the peak day hours.

These and other conservation measures have saved Oakland money. Energy costs have stayed level for the past five years while the campus has increased in square footage by 8 percent.

Oakland's recycling efforts have also paid off.

The University has saved between \$12,000 and \$15,000 each year through efforts to reduce the campus waste stream and to use more recycled products, says Dawn Furlong of Oxford, Mich.,-based Envirovision, who Oakland contracted with in 1992.

Since that time, the university has implemented such efforts as recycling a massive amount of old library books and other materials, a metals collection program and glass recycling.

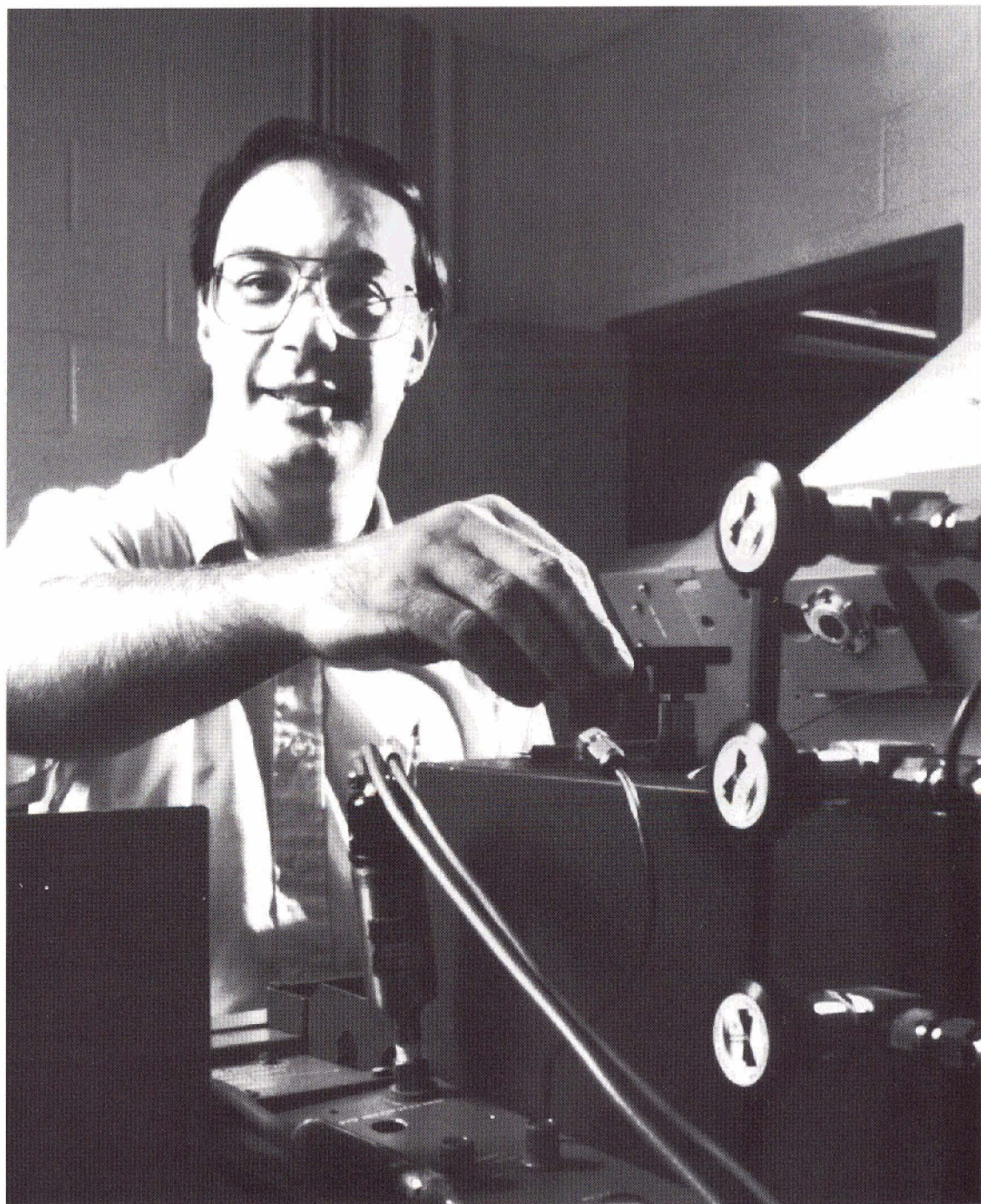
"As awareness grows, so will the movement to go green," Furlong says. "We're not talking about paying lip service. We're talking about getting major corporations and small businesses everywhere on board. We're talking about the development of major markets for the sale of recycled products and a fundamentally new principle in design and attitude." ■



Super Sleuth

By Margo LaGattuta

Chemist probes for clues to environmental problems



Ron Hites '64 is professor of Public and Environmental Affairs at Indiana University, Bloomington.

RONALD A. HITES '64 LIKES being a detective. But don't look for his name in the Yellow Pages anytime soon. That's because the Distinguished Professor of Public and Environmental Affairs at Indiana University, Bloomington, is not a private eye but a chemist who believes that the curiosity and passion for unearthing chemical compounds is similar to that in the probing mind of Sherlock Holmes.

"Much of my early work was much like detective work, almost forensic work," says Hites, a professor of Chemistry and an international authority on environmental science. "We were doing some work on the Delaware River and found a couple of interesting compounds in our water samples. We eventually tracked them to a specific chemical plant in Philadelphia. We also tracked them to the drinking water in Philadelphia. And all that started because we were able to identify these unusual chemical structures from scratch."

Hites is one of the leading scientists using a technique called mass spectrometry for identifying and measuring compounds in samples taken from the environment. It is a process in which an instrument makes charged particles into a beam, deflects the particles with a magnetic field and detects the distribution, or spectrum, of masses that result. His work with the Delaware River resulted in the improvement of Philadelphia's drinking water. Because of a paper he wrote about his discoveries, a public interest group was able to implement change in an important detail of the way the city operated its water plant.

Hites, who has written more than 250 papers on organic compounds in the environment, is characteristically unassuming about his accomplishments. "It's nifty structural organic chemistry; it's fundamental," he says. "You don't know if anyone's ever going to read it. But, of course, you do make a difference once in awhile. You also do it out of curiosity. You try to put together a good, complete picture of some small issue. A Ph.D. is somebody who knows an infinitely large amount about an infinitely small area."

Hites became interested in studying envi-

ronmental pollutants after training at MIT in organic analytical chemistry in 1970. "I was involved in the Viking Project," he says. "We were trying to determine the organic compounds in the surface on Mars."

Hites received a faculty appointment at MIT and, supported by the National Science Foundation, began to study waste water coming from several chemical industrial waste treatment systems.

Hites credits his love for chemistry to Oakland University and to Chemistry Professor Paul Tombouliau.

"There were only two chemists teaching in the department the year I started in 1960 — Dr. Tombouliau and Dr. Fred Obear," he says. "The only buildings on campus were those that are now called North and South Foundation Hall and the Student Union. The classes were very small, and we received a lot of personal attention. Dr. Tombouliau encouraged me to go on and get my doctorate in chemistry at MIT. I owe him a lot."

Hites' father also influenced his decision to pursue chemistry.

"My dad was himself a frustrated scientist who got caught up in the Depression and never finished his degree," says Hites, who earned a full-tuition scholarship at Oakland. "He was very proud that I became a scientist."

The pinnacle of Hites' teaching career was in 1991, when the American Chemical Society recognized him with the Award for Creative Advances in Environmental Technology. The group commended him for the "application of organic analytical chemistry, particularly gas chromatographic mass spectrometry, and to the understanding of the environmental behavior of trace levels of potentially toxic pollutants."

Drawing from his teaching experience, Hites believes the best way to teach research is to have a student take on a problem to which nobody knows the answer. "The mystery and the commitment are both an important part of the discovery," he says.

Then the real detective work begins.

Margo LaGattuta '80 is a poet, essayist and free-lance writer based in Rochester, Mich.

"Much of my early work was much like detective work...we were doing some work on the Delaware River and found a couple of interesting compounds in our water samples. We eventually tracked them to a specific chemical plant in Philadelphia...and all that started because we were able to identify these unusual chemical structures from scratch."

— Ron Hites



DOWN AND DIRTY

**Oakland's environmental
alumni and faculty
roll up their sleeves
to address
increasingly complex
environmental issues**

BY DONNA RAPHAEL



AKLAND UNIVERSITY IS TAKING an active stance in preparing students for careers dealing with the increasingly complex issues of the environmental improvement with three specialty areas — environmental and resource management, occupational health and safety, and toxic substance control.

"The major change in the environmental movement in the last 10 years is the recognition that issues are more subtle and complex," says Paul Tomboulou, director, Oakland's environmental health program, and chairman, Chemistry Department. "You can't focus on simple solutions. It takes a widening circle of understanding to address an issue."

Many of the subtle hazards that threaten public health in the 1990s are trace pollutants in air, water and soil. Examples include fish contaminated by persistent toxic substances in the Great Lakes, increasing emissions from cars and gasoline-powered motors which increase ozone that we breathe, and buried wastes and abandoned dumps which taint the soil, making thousands of acres of land unsafe for building.

Oakland's environmental health programs offer students a broad training and the necessary knowledge, patience and perseverance skills to address these problems, Tomboulou says.

Since its first graduating class in 1977, Oakland's environmental health program has graduated around 150 students, with an average class size of 14 in recent years. Others use a background in chemistry, biology or math as a springboard to careers in environmental fields.

"Our environmental health program is scientifically based and it teaches students to use their technical tools," Tomboulou says. "We want students to have the larger perspectives. You need that kind of training to tackle the complex problems we face today."

Because Oakland's environmental health program incorporates applied science, students learn about current challenges from a practical standpoint, Tomboulou says. This summer, for example, environmental health student Dawn Jabara collected water samples from Oakland County lakes as part of her summer internship with the Oakland County Health Department. The water was tested for levels of E. Coli bacteria, a fecal contaminant.

AMY BUTLER-CARTER '77



"I'm also in a unique position to see site redevelopment. I have seen contaminated sites become safe for reuse and that is rewarding."

In several instances, the Health Department had to close beaches because of high bacterial levels, says Ronald Grimes, the department's administrator of environmental health services, who works with the Oakland interns like Jabara. Here are a few other environmental success stories:

PROTECTING THE STATE OF MICHIGAN'S HEALTH

Amy Butler-Carter '77, who holds a bachelor of arts in biology, can still recall a research paper she wrote at Oakland University. It focused on a type of fresh water snail living in Upstate New York streams which developed an alternative way of feeding in response to water pollution.

To Carter, this was a real-life example of the impact pollution can have on different species.

An employee of the Michigan Department

of Natural Resources for more than 15 years, Carter aims to protect the public from harmful effects of ground water pollution and contaminated soil. She has become an expert in the area of underground storage facilities. These facilities, which usually store gasoline or other petroleum products, can be located at gas stations, industrial sites, manufacturing plants, boat docks or anyplace that has a gas pump.

When there is a leak, the soil and underground water sources can become tainted. With the DNR, Carter has worked in investigating underground storage facilities to make sure owners are in compliance with state and federal standards and has worked with the state's "Superfund" program, which used federal Environmental Protection Agency funds to manage the cleanup, or remediation, of major toxic sites in Michigan.

Carter currently is administrator of the Michigan Underground Storage Tank Financial Assurance program, which was designed to provide money for owners of underground storage facilities to clean up leaks and meet federal standards. Funding has come from part of the gasoline tax. Unfortunately, Carter explains,

MUSTFA declared insolvency in 1995 and can no longer accept claims, leaving many storage tank owners looking for other means of insurance. Carter has been traveling across the state to meet with storage tank owners to explain the changes at MUSTFA and how it will affect them.

Carter works with business owners, lawyers, consultants, legislators and community groups. "One of the rewarding parts of my job is that you can apply environmental knowledge, as well as the economic and financial aspects," she says. "I'm also in a unique position to see site redevelopment. I have seen contaminated sites become safe for reuse and that is rewarding."

Andrew Hogarth '69 is another Oakland graduate whose work involves reuse of polluted sites. As assistant division chief for the DNR's Environmental Response Division, Hogarth is responsible for managing a major portion of the state's contaminated cleanup program.

Hogarth, who graduated with a bachelor's degree in math and minors in chemistry and biology, has worked for the DNR for more than 20 years. As a student, he worked in the fisheries division, helping with fish population studies in the rivers and lakes. In 1972, he took a job with the water quality division and, within a few years, assumed responsibility for coordinating the department's response to severe ground water contamination sites, such as the Hooker Chemicals & Plastics and the Ott/Story Chemical sites in Muskegon County. Both sites are locations where multimillion dollar cleanup efforts are taking place. He steered the development of the state's contaminated site cleanup efforts as the program grew from a staff of three to more than 300 today.

For the past year, Hogarth has focused on helping Detroit officials and developers facilitate the re-use of contaminated property. The city owns about 43,000 parcels of abandoned land and many are contaminated, Hogarth says.

"There are a variety of reasons developers may choose to go to an undeveloped site rather than a formerly developed site in Detroit, but problems with contamination have discouraged developers even when

they want to locate in Detroit," he says. "Potential developers have feared that they might be held liable for contamination they did not cause and face substantial cleanup costs. We are working with the city to assure that developers and the people they depend on, such as their attorneys, consultants and bankers, understand the liability protections and flexible standards in Michigan law that are designed to facilitate property to be used again."

In an uncommon, local-state partnership, Detroit and DNR have formed a Redevelopment of Urban

Sites Action Team of city and state staff members. The team is currently working to facilitate development at more than 45 sites. In some cases, this involves the outright cleanup of major problem sites like the former Revere Copper and Brass Company site. Hogarth and his staff are overseeing state-funded efforts to demolish structures and remove debris and waste from this abandoned 28-acre site on the Detroit River.

Over the past year, Hogarth has also worked with the Michigan legislature, the governor's office and interested groups to help craft amendments to Michigan's Environmental Response Act, designed to further facilitate the re-use of contaminated property.

ANDREW HOGARTH '69



"Potential developers have feared that they might be held liable for contamination they did not cause and face substantial cleanup costs."

THE ENVIRONMENT IS THEIR BUSINESS

Many Oakland graduates also address environmental quality concerns in private industry.

Frederick Bailey '86, '92 is a quality assurance coordinator for Detroit-based City Environmental Inc. Bailey is responsible for conducting and documenting chemical analysis performed in the laboratory of the nationwide waste disposal company. Bailey earned his bachelor of science in chemistry and doctorate in biomedical science at Oakland with a specialization in environmental health and chemistry.

"If a company has a site with contaminated soil, we will conduct testing and remove contaminated soil for treatment and landfill," says Bailey, adding that at-

titudes and actions toward the environment have improved in recent years. "My work involves laboratory analysis: before, during and after treatment. The best thing about the job is knowing you're able to play a role in helping the environment."

Laura Byington '92 agrees that businesses have major concerns about the workplace environment and especially employee safety. As an industrial hygienist with Enviroair Consultants Inc. in Roseville, Mich., Byington assists for companies in meeting the standards of the federal Occupational Health and Safety Administration, as well as the Michigan OSHA standards. Her clients, mostly manufacturing companies, include many suppliers to the automotive industry.

OSHA regulations escalated in the 1980s as researchers learned more about the effects of chemicals and other pollutants on workers. "There are many regulations and they change all the time," says Byington, who earned a bachelor's degree in environmental health with a specialization in toxic substance control. "It is important for us to stay current with the regulations so we can help our clients."

On a typical work day, Byington's role begins with an on-site review for a company and includes conducting air quality testing and interpreting the results. Depending on her findings, she will either write a report stating the company meets the OSHA standards, or she will prepare a plan to help bring the client into compliance. Recommendations may include having employees wear a mask or a respirator while working with hazardous materials, adding filters to the building to improve air quality, training management and employees in safer work practices or rotating workers so each person has a limited exposure to particular contaminants.

Julie Teschler '89 is an environmental specialist at the Livonia office of Detroit-based Flint Ink, the largest domestic manufacturer of ink. Teschler, whose degree is in environmental health, deals with issues ranging from hazardous and nonhazardous waste manage-

JULIE TESCHLER '89



"When I first took an interest in environmental studies, I thought there would be right and wrong answers."

ment to air and water quality concerns.

She explains that consumer demand has made significant changes in ink production during the past 10 years. Inks that used to require heavy metals, such as lead and chromium, are now formulated with synthetic organic chemicals. Additionally, the company has a waste minimization process in place. For example, instead of discarding off-color ink, company workers try to re-use it.

Teschler often deals with customer questions. One of the company's inks is made with heavy oil and is

considered a volatile organic compound, the type that contributes to photochemical smog. Although the substance does not produce emissions during the ink-making process, it evaporates when used in printing. Teschler provides information to customers about using the ink safely and meeting air pollution standards. She also provides information to customers regarding any unsafe materials in the inks, which can be used to print everything from packaging and newspapers to metal soda cans.

BACK TO THE BASICS

Graduates say their education at Oakland

provided them with the necessary tools to succeed.

"Chemistry helped me understand formulations in state and federal regulations," Teschler says. "I need to be familiar with inks and pigments. We have three plants that manufacture organic pigments through a chemical reaction, and we have to understand and be able to explain the process to our customers and regulators. When I first took an interest in environmental studies, I thought there would be right and wrong answers. I learned through my classes that it's not that simple."

Byington says she also falls back on the environmental health, biochemistry, biology and chemistry classes she took at Oakland. "When clients ask how a particular chemical can affect the body, we have to be able to answer accurately and without alarm," she says.

'WE'RE ALL IN THIS TOGETHER'

Paul Tomboulion leads by example.

Tomboulion, Oakland University's director of the environmental health program and chairman of the Department of Chemistry, makes it a point to be well informed on a variety of subjects.

"That teaches you to do likewise," says former student Julie Teschler '89. "He gives you a broad base of understanding and makes you look at all of the issues. He really forces you to think and caters to the students."

Frederick Bailey '86, '92, another former student, says Tomboulion was his best instructor.

"He worked hard to teach you to think and he was quite successful at developing your reasoning," Bailey says.

"He's well organized, a terrific speaker and a great guy."

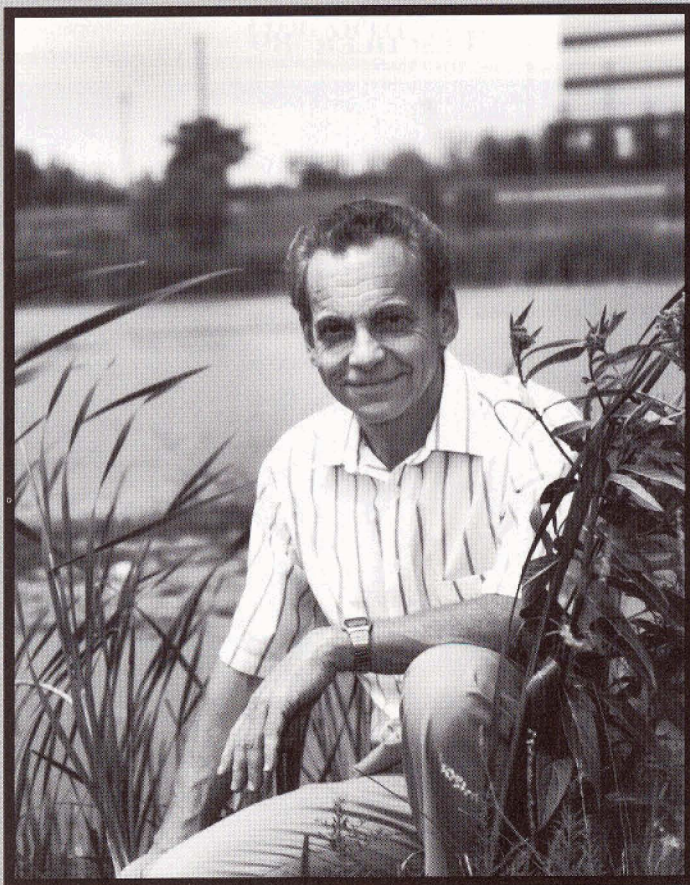
Tomboulion began building Oakland's environmental health program in 1967, three years before Earth Day brought public awareness to environmental concerns.

"When we developed the program, we thought that treating the environment as a separate issue was inappropriate," he says. "So we worked it into all course work wherever possible."

The program requires students to take math, chemistry, biology, physics, as well as listen to lectures and participate in discussions led by environmental lawyers, government officials, business and industrial professionals.

"We give students a broad range of knowledge and practical applications to prepare them for the working world," he says.

PAUL TOMBOULIAN



**"Everything
we do has an
implication
for the
environment."**

Tomboulion, along with his wife, Alice, is a longtime participant in local environmental issues. He has conducted water quality testing in numerous lakes and rivers in Oakland County and per-

formed professional service work for such organizations as the American Chemical Society's Committee on Environmental Improvement, the East Michigan Environmental Action Council, Southeast Michigan Council of Governments Council on Environmental Strategy, the Areawide Water Quality Board and the Oakland County Local Emergency Planning Committee.

He recently helped to complete an ambitious environmental project directed by his wife, Alice, along with colleagues from Wayne State University and other consultants. The Tri-County Detroit Area Environmental Equality Study analyzed environmental quality data along with economic, racial and ethnic factors. Using a computerized geographic information system, the researchers generated maps and combined their data on environmental factors with demographic data, then analyzed and interpreted the results.

"We hope the information from this study will help in the understanding of community environmental quality issues, along with encouraging changes in decision making within business, government and the community," Tomboulion says. "Everything we do has an implication for the environment. We're all in this together and we need to work together to improve environmental quality."

"The Oakland program gave us a broad base of knowledge that is useful in practical settings."

Bailey recalls studying the results of computer models of chemical releases. "According to the chemical nature of the material, it will end up in water, soil or air," he says. "You can predict where it will end up and

how far it will spread. You can also predict where the chemical would reside in a person."

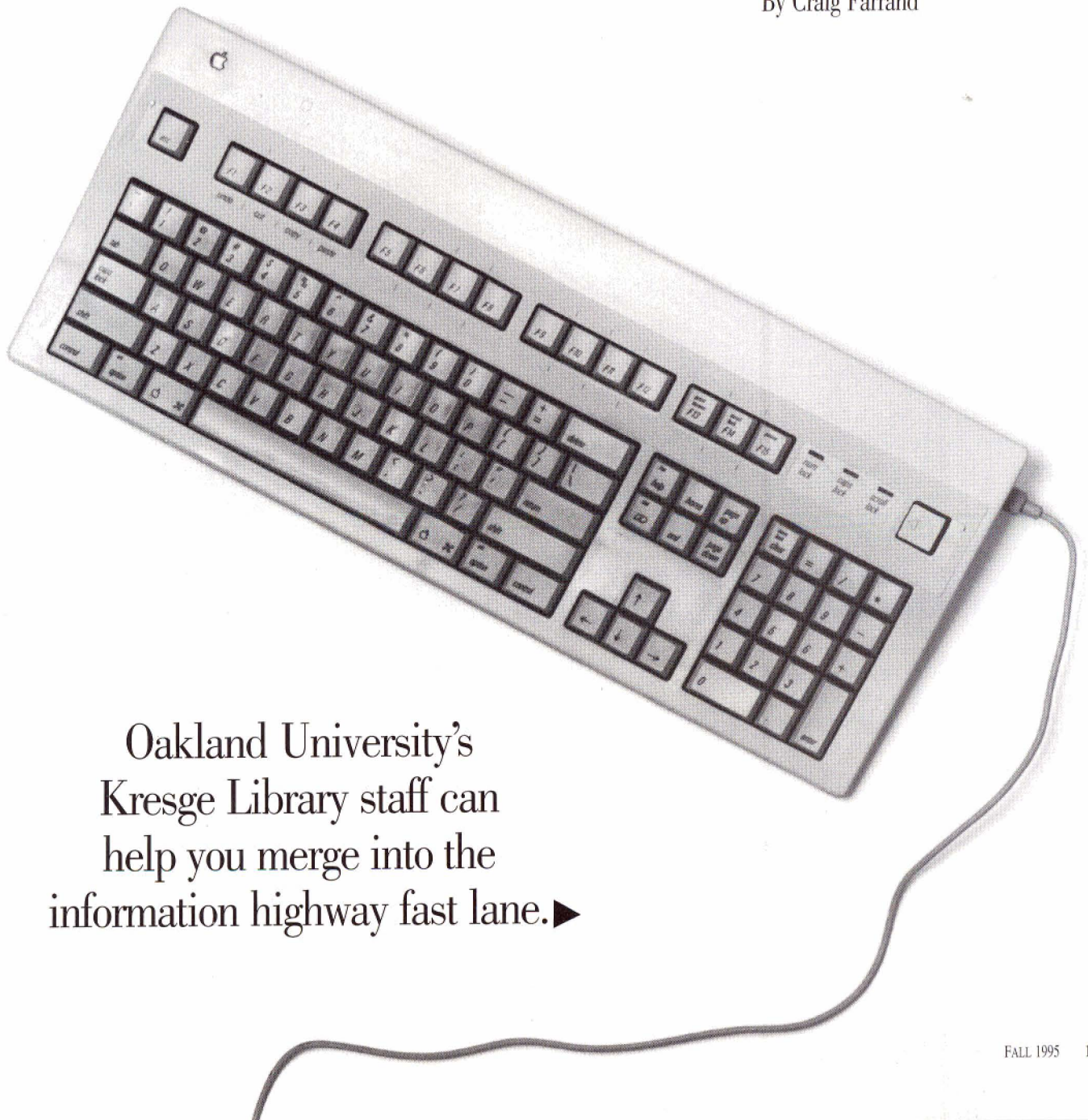
This type of preparation gave Bailey a different perspective of the impact of chemical pollution. "If I had just taken chemistry, then I wouldn't know why a particular chemical is harmful and what its effects are,"

he says. "I appreciate having a holistic view of environmental problems. The multitude of variables makes anything dealing with environment problems complex." ■

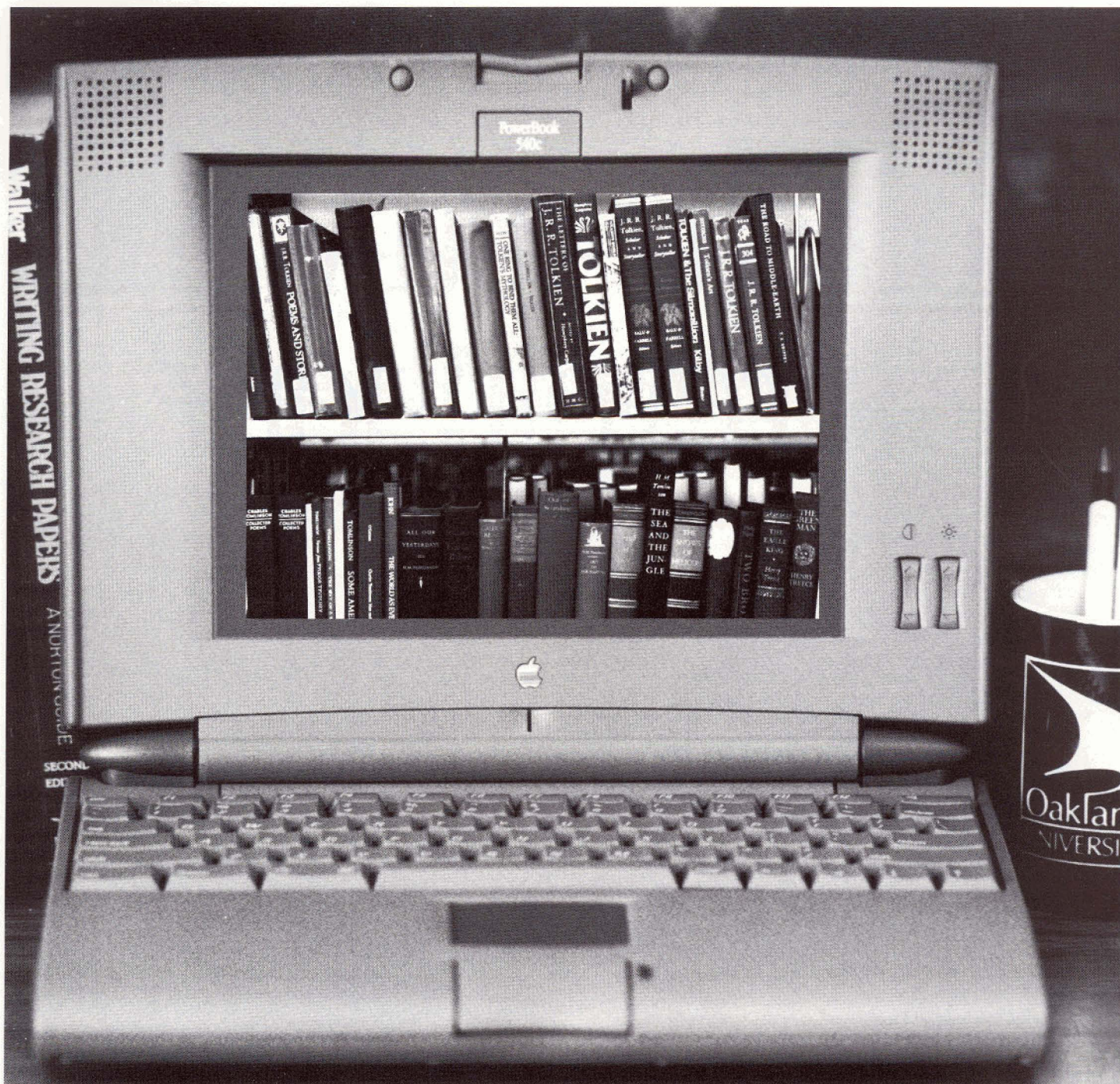
Donna Raphael is owner of Raphael Communications, a communications firm in Bloomfield Township, Mich.

You say you want a revolution?

By Craig Farrand



Oakland University's
Kresge Library staff can
help you merge into the
information highway fast lane.►



“Libraries will continue to cut back on print materials and journals, substituting most of them for databases. As databases become even easier to use — as point and click and browsing become commonplace — they’ll dominate topical research.”

— Jeff Marraccini

W

ELCOME TO THE electronic library, where resource information is stacked on the information highway, instead of on metal shelves.

"By the year 2000, 80 percent of what the library has to offer will be available in electronic form," predicts Suzanne Frankie, dean, Oakland University Library. "And we're going to continue to play an important role in helping both novices and experts negotiate this new virtual library in the future."

The library has already begun to change, Frankie says, and so have the people who run it.

"With so much new technology coming on-line every day, we have had to keep up with the demand for its access," she says. "As a result, our people are constantly attending workshops and seminars, learning new skills and information, and then returning to train the rest of us."

The teaching of library sciences has changed dramatically in response to the new technology. The result: creation of a new breed of library specialists.

"Traditionally, librarians collected, organized and catalogued information and then directed the patron to the sources," Frankie says. "Now, we're focusing on repackaging information found on the Internet, information that is currently difficult for many people to access. Repackaging the Internet is where our profession is going."

The Internet is a worldwide network of databases which connects computer users to such information as raw statistical information to the complete works of Shakespeare. The network has a few potholes and detours, though.

"There's a problem using the Internet for most people, and to actually find any particular database can be a real challenge for even accomplished users," says Jeff Marraccini, Oakland's senior computing resource administrator. "That's why Oakland's librarians have become trained in helping people find what they're looking for."

To use the Internet on campus, a user enters the network through the university's access lines.

At Oakland, students may enter from their dorm rooms, while faculty and administrators have in-office connections. Once on the Net, the user tracks down the appropriate database and usually begins a word search that will quickly identify those entries fitting the research at hand.

But it's that first step — tracking down the right database — that causes the most headaches.

"The biggest difference between the traditional library and its books and the Internet is that most electronic databases don't let you browse," Marraccini says. "In fact, the biggest complaint from users is they can't 'just look around.'"

Marraccini says users should keep two things in mind: Information is likely limited to topical issues and the search must be accurate.

"One of the worst things you can do," Marraccini says, "is conduct too broad of a search. The key is to select your search words carefully and restrictively. If you were to simply request information on computer crime, you could end up with thousands of responses, and if you narrow it to software piracy, you might still end up with hundreds."

"As a result, you need to have a clear objective before you begin and try to get the responses down to about 30 or 40. That's when you can begin to browse."

Or that's when you can call Marraccini's department.

"We do have a crib sheet available to help people find the most common databases," he says. "If they run across something that no one can seem to find, they call us."

As collaborators on Oakland's electronic library, Frankie and Marraccini share a common vision for the library's place in the future.

"Libraries will continue to cut back on print materials and journals, substituting most of them for databases," Marraccini says. "As databases become even easier to use — as point and click and browsing become commonplace — they'll dominate topical research."

Says Frankie: "With the growing electronic capabilities, we can now gain access to anywhere in the world. Because of the growth in this area, there's even greater sharing among libraries and the purchasing of databases. Our role will be to help our patrons get used to all of it."

Still, not everything will be rosy in this newly interconnected world order. The advent of electronic research means the demise of some of the charm of roaming among the shelves, looking for nothing in particular.

"Our faculty expressed some concern about the loss of browsing," Frankie says. "But the fact is that we're never going to convert all of this material to computer. So long as people want something more than a screen image, we'll be here." ■

Craig Farrand is a free-lance writer from Rockwood, Mich.

Finding the right on-line entrance ramp

To help you from your home or office computer, Oakland University provides access to all Internet resources. Available are the university's computing hosts and high-speed Internet connections, electronic mail, on-line interactive conversations (IRC) and the World Wide Web.

For the resources below, all of which can be found in the Yahoo index, use the lynx command on Vela, Saturn or Jupiter followed by the URL (Uniform Resource Locator) to gain access. Alternatively, the modems command on these same systems describes PPP, Point to Point access to the Internet. PPP empowers your home computer to join the Internet directly, enabling the use of the graphical Netscape or Mosaic Internet navigator programs.

- One of the stars of the Internet resides at Oakland University — the OAK Software Repository. Hundreds of thousands of free and low-cost programs are available on this professionally maintained archive. The URL is: <http://www.acs.oakland.edu/oak/>
- Whether you're looking for entertainment, information on the humanities, sciences, business news, government or just looking for some of the best resources on the Internet, try the Yahoo Corp.'s Internet Index. The URL is: <http://www.yahoo.com/>
- Fedworld collects and organizes the myriad government agencies on-line into a concise index. Rapid access to government information is available 24 hours a day. The URL is: <http://www.fedworld.gov/>
- Business students have been using Edgar to look up Security and Exchange Commission 1994 and 1995 public filings instantly on-line. You can too, using the Internet. The URL is: <http://town.hall.org/edgar/edgar.html>
- For travel resource information, check out how to vacation on a canal barge across Europe. The URL is: <http://www.peg.apc.org/~firehorse/barge/barge.html>

Strategic Plan 1995-2005

With board approval, Oakland University
begins to position itself for the future

TO POSITION ITSELF FOR growth into the 21st century and beyond, Oakland University has begun implementing the OU Strategic Plan 1995-2005.

The launching of the plan follows Board of Trustees' approval June 8, capping 24 months of intensive work by university members and friends of the university.

"This decision represents an important moment in our history," Interim President Gary Russi says. "It reflects our continuing commitment to excellence in higher education. We will move forward in a direction that will positively impact our faculty, students, programs and the institution itself."

The strategic plan aims to position the university for national recognition in selected fields of excellence. Key areas are Oakland commitments to:

undergraduate education as central to its mission; selective growth of graduate and professional programs; increased collaboration with the community; allocation of resources for programs and projects that support the strategic plan; student recruitment, diversity and retention; continued emphasis on academic excellence with emphasis on new ways to develop instruction and demonstrate learning; and creation of areas of national and perhaps international excellence

and distinction.

In selecting its vision, Oakland planners outlined three key objectives: to meet the needs of its constituencies, to further its recognition and reputation as an institution of excellence and to achieve national eminence in distinct areas of teaching, learning, research and service.

As a framework, seven strategic guidelines say OU should:

1. Regard students as its first priority placing emphasis on student success and diversity as vital educational issues.
2. Increase its enrollments with funding and resources to ensure that the quality of the academic programs is maintained.
3. Increase, somewhat, its emphasis on graduate education without compromising undergraduate programs.

4. Experiment with alternative modes of delivering courses while keeping to the fundamental principle of instructional excellence.
5. Become more selective in where it chooses to concentrate its efforts.
6. Be more aggressively responsive to the external needs of the community, while remaining true

Oakland's Vision

In the coming decade, Oakland University will further its commitment to its constituencies through excellence in teaching, learning, research and service; it will create a climate which encourages and supports human diversity and development; and it will work to achieve and be recognized for national eminence in selected endeavors.

7. Utilize new approaches to increase its recognition as a high quality university.

To accomplish the goals of the university, planners devised nine strategies:

Strategy 1

Oakland views undergraduate education as central to its mission and will ensure an environment of learning excellence in order to educate a diverse body of students to be productive, contributing members of society.

Comment: The tactics for undergraduate education emphasize not only the natural development and fulfillment of past efforts but support for new innovations to improve student learning across the institution. Development and expansion is recommended for valued existing programs in International Studies and the Honors College. Initiatives are also recommended to further improve student learning at the levels of the individual instructor, the department and the university.

Strategy 3

To promote the recruitment, retention and success of its students, Oakland will provide an environment rich in human diversity, with dedicated support services, extensive non-classroom activities and outstanding instructional, residential and recreational sport facilities.

Comment: A greater focus on student learning and development at Oakland will require more attention paid to the academic environment. The quality will depend primarily upon the classroom instruction that is provided. However, students will also benefit from having their education conducted in a community that is representative of the world in which they live. Diversity is a vital issue of quality education for all students. In addition, educational quality will be further affected by the support for learning that is available outside of the classroom and by the physical facilities in which the university's activities take place. The tactics of this strategy identify the high priorities for providing such a supportive educational environment.

Strategy 2

To sustain Oakland's reputation of overall excellence in selected areas of graduate and professional education, resources will be focused on creating and strengthening areas of graduate study in a manner that is responsive to regional and national needs.

Comment: This strategy proposes criteria for program development, but one which is consistent with our traditions. Applying these criteria, the primary options for new program development are indicated, and existing programs are identified whose strengthening also has a high potential of benefiting the entire institution. In addition, recommendations are made for more realistic support for students across all programs.

2

0

0

5

Strategy 4

Research, scholarship and creative activities are among Oakland's greatest strengths and will be aggressively encouraged and supported.

Comment: Throughout its history, the scholarly productivity of Oakland's faculty and students has distinguished it from other institutions of similar size and type. This institutional asset must be maintained and strengthened in a manner that enhances faculty's professional development and, consequently, teaching effectiveness. The tactics of this strategy recommend how research, scholarship and creative activities may be supported more effectively both internally and by the pursuit of external funding.

Strategy 6

Oakland will develop and support areas of institutional excellence and distinction that contribute to national eminence.

Comment: A principal component of Oakland's vision for the next decade is to achieve national eminence in distinct areas of teaching, learning, research and service. Programs and other activities were reviewed and, where appropriate, compared to similar ones at other universities. Primary consideration was given to the potential to enhance external support and recognition with a reasonable input of resources. The implementation plan will identify an initial set of programs to develop as designated areas of excellence and distinction. Additional tactics will be recommended for the creation of a system for the subsequent review of such designated areas, as well as the creation of a process for the identification of new areas.

Strategy 5

Oakland views community outreach as an integral component of its activities, and will expand its efforts to serve the community consistent with the university's mission and vision.

Comment: Oakland has enhanced its academic programs through an active involvement with its neighbors in southeast Michigan. Increased institutional investments over the last decade in the School of Business Administration and the School of Engineering and Computer Science have prepared Oakland well to respond to the new outreach opportunities in the automotive and manufacturing areas that are represented by the development of the Oakland Technology Park. The tactics in this strategy recommend ways that this important activity may be continued in a way that strengthens the entire institution and best serves its mission. While individual departments in the College of Arts and Sciences have made important contributions to community outreach in the past and will continue to do so in the future, the professional schools will be expected to assume the leadership role in this area.

Strategy 7

Oakland will create an empowered community of diverse, unified, committed and motivated employees who focus their collective skills, talents and knowledge toward realization of the university's mission and vision.

Comment: An important test of how highly Oakland values collaboration is the manner in which people from different units of the institution work together to further common objectives. No organization can meet the challenges of the next decade without the development of a cadre of committed employees. In order to achieve its vision, faculty and staff must work together to solve problems and serve the needs of our constituents.

Strategy 8

Oakland believes that continuous planning and evaluation are needed to effectively chart the future of the university, and therefore Oakland will increase its self-assessment activity.

Comment: Beyond the formal academic assessment procedures that are now being required by various national accreditation bodies, delivering a quality education with limited resources will require greater attention to the details of how the institution's major activities are being conducted. Oakland must have accurate information about the progress and success of its efforts to achieve its mission and strategic plans. This information must be accessible to those who work with students, such as faculty, advisers and/ other academic support staff to administrators who manage its resources and to Board of Trustee members and others who determine its policies. Assessment procedures need to be connected to the major components of a continuing planning process.

Strategy 9

Oakland will secure, allocate or redirect human, physical and financial resources in a manner that enhances the university's mission and vision.

Comment: Oakland must respond proactively and aggressively to secure resources in light of the relative diminishing of state support for its activities. Allocation of resources will continue to be an issue for planning and forethought. All members of the university community should give priority to the goals and strategies of this plan in the use of their time and resources. In order to achieve its mission and vision, Oakland must effectively develop, monitor and use all of its resource capabilities.

2
0
0
5

Oakland to honor alumni

The Oakland University Alumni Association will honor the leadership, achievements and service of four Oakland alumni at the 1995 Alumni Awards Banquet at 6 p.m. Oct. 7, Oakland Center.

Former Oakland administrator Rosalind E. Andreas captured the spirit of the event as guest speaker at the first alumni awards banquet last year, noting: "Tonight we celebrate one of the marks of an educated person — namely to give back from one's knowledge, skill and education to the communities in which one finds oneself. Donald O'Dowd (former Oakland president) always stated that message very clearly at two important university rituals — new student orientation and commencement.

"I remember sitting in the Gold Room in 1973 and hearing him address the entering students and parents. He urged students to study and do well academically, but that was not enough. He told them that student clubs and organizations make them more valuable to employers and prepare them to be leaders in their communities. Then, at commencement in 1974, he urged the graduates to go forth, use the knowledge gained here in service to improve the communities which they would now inhabit. This is the obligation of those who are educated."

The following 1995 alumni award winners have taken that obligation seriously. Here are their stories.

Barbara Williams *The Distinguished Alumni Service Award*

Combining her career in education, her duties as a mother of two daughters, wife of alum Phil, and her strong alumni support, Barbara Williams is in a class by herself. Williams, who earned a bachelor of arts in history and education plus a master's in teaching focusing on special education, has dedicated herself to OU, giving countless hours to fund raising and event planning. She was instrumental in bringing alumni to the Glyndebourne Picnic at OU as a fund

raiser for the Kresge Library and worked on the Enduring Legacy Capital Campaign for the library. An active OU volunteer, she has also chaired or served on numerous special event committees, including a presidential inauguration, and the first Alumni Awards Banquet in 1994. She was president of the School of Education and Human Services Alumni Affiliate in its early years and is a Lifetime Member of the OU President's Club. Today, she serves as vice president of the OUAA Board of Directors, where she is responsible for membership development.

Dennis K. Pawley *The Distinguished Alumni Achievement Award*

Dennis K. Pawley entered Oakland University with the Charter Class in 1959 as student No. 100. He interrupted his education to learn the auto industry from the inside. He was encouraged to complete his degree by his mentor, GM executive William Hoglund, and received his HRD degree in 1982. Today, he actively recruits students from OU and other universities. Pawley earned his reputation for quality at General Motors, where he started his career in 1965 assembling cars. By the time he resigned as plant manager in 1986, he was credited for a significant impact on quality control procedures. He shocked the industry by joining Mazda Motor Corp. in Flat Rock, Mich., as vice president for manufacturing. In 1988, he gained additional experience in American and Far Eastern manufacturing methods while working for United Technologies as vice president for operations in its Otis Elevator Group. In 1989, he joined Chrysler Corp. as general plants manager assembly and was promoted to executive vice president manufacturing in 1991. In addition to his professional accomplishments, Pawley is an active fund raiser for the Meadow Brook Theatre and the Meadow Brook Music Festival. Most recently, he was named to the OU Foundation Board of Directors and serves as the vice chair of the Community and Government Relations Committee.

Shelagh O'Rourke *The Odyssey Award*

Shelagh O'Rourke is the original travelin' woman. After enrolling at Michigan State University-Oakland in 1959, she left before finishing her degree to pursue her dream of becoming an actress. She worked in theatre groups in San Francisco and Chicago, got married and divorced and lived in Australia, Africa and Haiti. As a single mother of two teen-agers, she returned to OU to complete her bachelor's in anthropology while working two jobs. In 1976 she received a grant from the OU Alumni Association to study a voodoo pilgrimage in Haiti. Later that year she earned a master's degree in Education from Harvard University and began coursework for a Ph.D., which required her to move back to Haiti in 1982 to evaluate a natural family planning education program through Harvard's Center for Population Studies. As it turns out, she fell in love with the Haitian people and culture and has made Haiti her home. Today, she is a private contractor with the United States Agency for International Development, overseeing creative, economical ways to counsel Haitian women about their reproductive health.

Jean Ann Miller *The Spirit Award*

Jean Ann Miller's hat collection just keeps on growing. Miller's diverse roles include serving as a member of the Membership Committee, the Awards Banquet Committee and the OU Alumni Association Board of Directors, where she chairs a new committee designed to encourage recent graduates to become active alumni. Additionally, she was named the Michigan Advisor of the Month in 1988 and Regional Advisor of the Year in 1989, co-chaired the First All-Classes Reunion in 1991 and served as chair of the 1992 Homecoming Committee, was president of the Administrative Professional Assembly in 1992-93 and has been a longtime volunteer for the Concours d'Elegance and the Rochester Apple Amble. A charter member of the Alumni Admissions Ambassadors and a frequent Telefund volunteer, she received her degree in psychology at Oakland in 1977, while also

earning the prestigious Wilson Award, and received a master's in social work from the University of Michigan, Ann Arbor, in 1980. She later returned to Oakland University to work with students in the Residence Halls, where she is now employed as the assistant director for Student Development. In recognition of her dedication and commitment to the university, Miller was named Outstanding AP of the Year in 1989. Her current activities are co-chair of the 1996 African American Celebration Month, member of WOCOU committee and the AP Assembly Special Events Committee and adviser to the Meadow Brook Ball Committee.



Oakland launches plans for alumni directory

Oakland University has chosen Bernard C. Harris Company Inc., Norfolk, Va., to compile its new alumni directory.

Scheduled for release in October/November 1996, the alumni directory is expected to be the most complete reference on more than 36,000 Oakland University alumni ever compiled.

The volume will include current name, address and phone number, academic data and business information if available.

If you prefer not to be listed in the directory, contact the Oakland Alumni Office in writing: Alumni Relations, Oakland University, John Dodge House, Rochester, MI 48309-4401.

ALUMNI

1967

Susan A. Stussy is associate professor and library director at Madonna University.

1969

Michael Newlight joined Dean Witter Reynolds Inc., opening a new office in Bellingham, Wash. Newlight was appointed vice president, Investments.

1971

Rheba Gwaltney was appointed to the field leadership position of single-family division director in the Virginia state office of HUD. She lives in Richmond, Virg.

Shirley Sekela received her master's in early childhood education at Oakland and celebrated her daughter's BA in engineering from the University of Michigan in December 1994. Her twins graduated from high school in June 1995, resulting in four graduations in six months.

1972

Mary Ann La Vere received her master's in early childhood development from Michigan State University and teaches first grade in Marysville, Mich., public schools.

1974

Diane Brimmer is associate dean of academic and student support at Saginaw Valley State University. **Toby S. Stein** was promoted to vice president of human resources at Service Centers Corp. in Southfield, Mich., and was designated human resources ambassador by the Greater Detroit Human Resources Association. She and her husband, Neil Alpin, live in Southfield.

1975

Steven Kaplan is employed as an assistant prosecutor for Macomb County in Mt. Clemens, Mich. He is on the Southfield School Board and recently was a presenter at an Oakland School Board Association seminar on the subjects of student discipline, school boards and the law.

1976

Claudia Jozel is a library media teacher at Twin Peaks Middle Schools in Poway, Calif.

1977

Martha Mascia-Strickler retired from Pontiac Schools in 1994 and moved to Sarasota, Fla. She was entered in *Who's Who in American Education*, 1994-95.

1978

Cynthia Brody was promoted to second vice president at NBD Bank in April 1995. She lives in Southfield, Mich.



Phyllis Klinger, Counselor at Law

Phyllis N. Klinger '82, who received her JD from the Detroit College of Law in 1985 and her LLM in corporate finance from Wayne State University Law School in 1992, is a council member and the treasurer of the Michigan State Bar General Practice Section, as well as liaison to that section's Family Law Section, co-editor of its newsletter and chair and moderator of its annual State Bar of Michigan program, to be held in September. She was recently selected to serve on the General Practice "Link" Committee and newsletter and is licensed in Michigan, Colorado, the U.S. Supreme Court and New Mexico.

1979

Patricia Bevier is in advanced practice in pain management at Children's Hospital of Michigan. **Ellen Denise (Auer) Cruz** is involved in community work, teaching the American Red Cross BAT program to children. She has four children of her own. **Antoinette Robinson** was promoted to social planner and development assistant with the Employment and Training Department of the City of Detroit. She is married and has two children. **Leslie Goch**, nurse epidemiologist at Beaumont Hospital—Troy, was elected membership secretary for the Greater Detroit Chapter of the Association of Professionals in Infection Control.

IN TOUCH

1980

Gerald Humphreys and his wife, Nancy, had their third child, Denton Guinness, on Jan. 19, 1995.

1983

Colleen (Kors) and Eric Anderson '83 announce the birth of their son, Justin Cory, on March 28, 1995. Justin's sister, Christine Ashley, is 3 years old. **Colette (Fortin) Nordyke** married Gary on June 24, 1995, in Auburn Hills and enjoyed a photo session at Meadow Brook Hall. They honeymooned on the island of Maui.

Lee Anne (Placzek) Miskowski and husband, Kevin, proudly announce the birth of their daughter, Brianna Marie, born May 19, 1995. Lee-Anne works for Harper Hospital in Detroit and is currently pursuing her MSN/MSA at Madonna University.

1984

Paul Garavaglia began his own training and consulting firm, The Addie Group. He won highest honors from the American Society for the Training and Development Instructional Technology Blue Ribbon Award program for his job aid "Making the Transfer Process Work." He was a speaker at the prestigious Human Resource Development Asia '94 Conference in Singapore last year.

Christine Wilson Adams received her MSW degree from the University of Georgia and is living in Atlanta.

1985

Robert Fender and his wife had their second daughter, Laura, born Dec. 18, 1994. Their first daughter, Lindsey, is two years older than her sister.

Robert V. Mouro has been named director of corporate sales and marketing for Ashland Chemical Co. in Dublin, Ohio. Mouro and his wife, Jan, reside in Westerville, Ohio, with sons Steven and Andrew.

1986

Mark Guthrie married Marna Nemon on May 5, 1995. They honeymooned in Europe, spending a week in the Algarve in southern Portugal and five days in Frankfurt, Germany. He is employed as a manufacturing systems group leader by ITT Automotive. The Guthries live in Clarkston, Mich., with their three cats.

Shella Howe received her MBA in marketing from Wayne State University in May 1995 and is working at Young and Rubicam while searching for a job in market research.

1987

Kathy Mann and her husband, James, are proud to announce the birth of James Robert Mann on March 29, 1995.

1988

Carolyn (Tober) Schmidt married Daniel and lives in Utica, Mich. She is a medical transcriptionist at Mount Clemens General Hospital and a member of the Society for the Preservation of English Language and Literature.

1989

Deborah Hays is employed by Wisner Design in Southfield, Mich., and is working toward a degree in CAD-CAM.

Steve and Laura (Stasile) Schmitt proudly announce the birth of their second daughter, Jacqueline Grace, on July 20, 1994. Sarah Lynne was born April 2, 1993. He is an account agent for Allstate with his own office in Madison Heights, Mich.

1991

Brett and Holly (Bult '91) Wirebaugh have moved to Pittsburgh, Penn. He is director of youth and family ministries at Providence Presbyterian Church and she is a physical therapist for First American Home Health Care.

1993

Kathleen F. Dedischew is employed by Rochester Public Schools at Meadowbrook Elementary and is a part-time faculty member in early childhood education at Oakland Community College.

Joanne C. Gerstner graduated from Medill School of Journalism at Northwestern University with an M.S. in journalism and is employed as a sportswriter for *The Cincinnati Enquirer*.

Christina and Greg '91 Grabowski celebrated both the third birthday of their first son, Matthew, and the birth of their second son, Ryan Frederick, in March. Greg Grabowski is associate director of development and director of public relations at Detroit Catholic Central High School. She is as an admissions adviser at Oakland University.

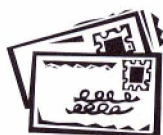
IN MEMORIAM

1969

Susan Nevala

1991

Jeffrey Wills



KEEP IN TOUCH

OAKLAND UNIVERSITY MAGAZINE keeps you informed about, and in touch with, Oakland University and its many programs, alumni and friends. Please send us news (appointments, promotions, honors and other activities) about yourself or your Oakland friends. Moving? Send us your new address right away. Let's keep in touch!

Mail to: Office of Alumni Relations

John Dodge House

Oakland University

Rochester, MI 48309-4401

Fax: (810) 370-4420

Name _____ Maiden name (if applicable) _____

☐ Check here if this is a new address

Address _____

City _____ State _____ Zip _____

Telephone (_____) _____ Class _____

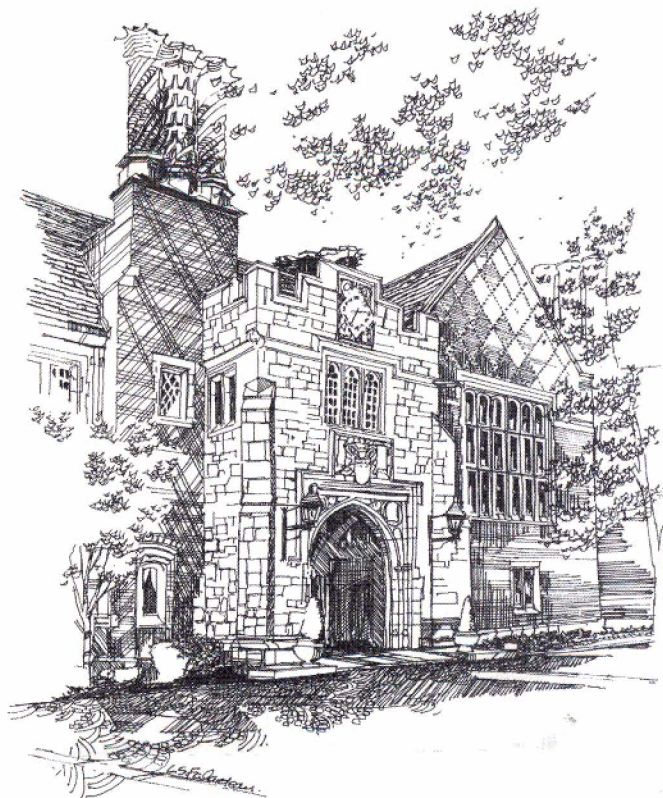
Major/degree _____

SILVER CELEBRATION

IS RIGHT AROUND
THE CORNER

NOW IS THE TIME TO
MAKE YOUR PLANS!
25TH ANNUAL CHRISTMAS WALK
Nov. 27 - Dec. 10
RARE DISPLAY OF
MBH SILVER COLLECTION

PATRON DINNERS
Nov. 30, Dec. 1, Dec. 2
RESERVATIONS MADE
ON FIRST-PAID BASIS
(810) 370-3140



OAKLAND UNIVERSITY'S MEADOW BROOK HALL



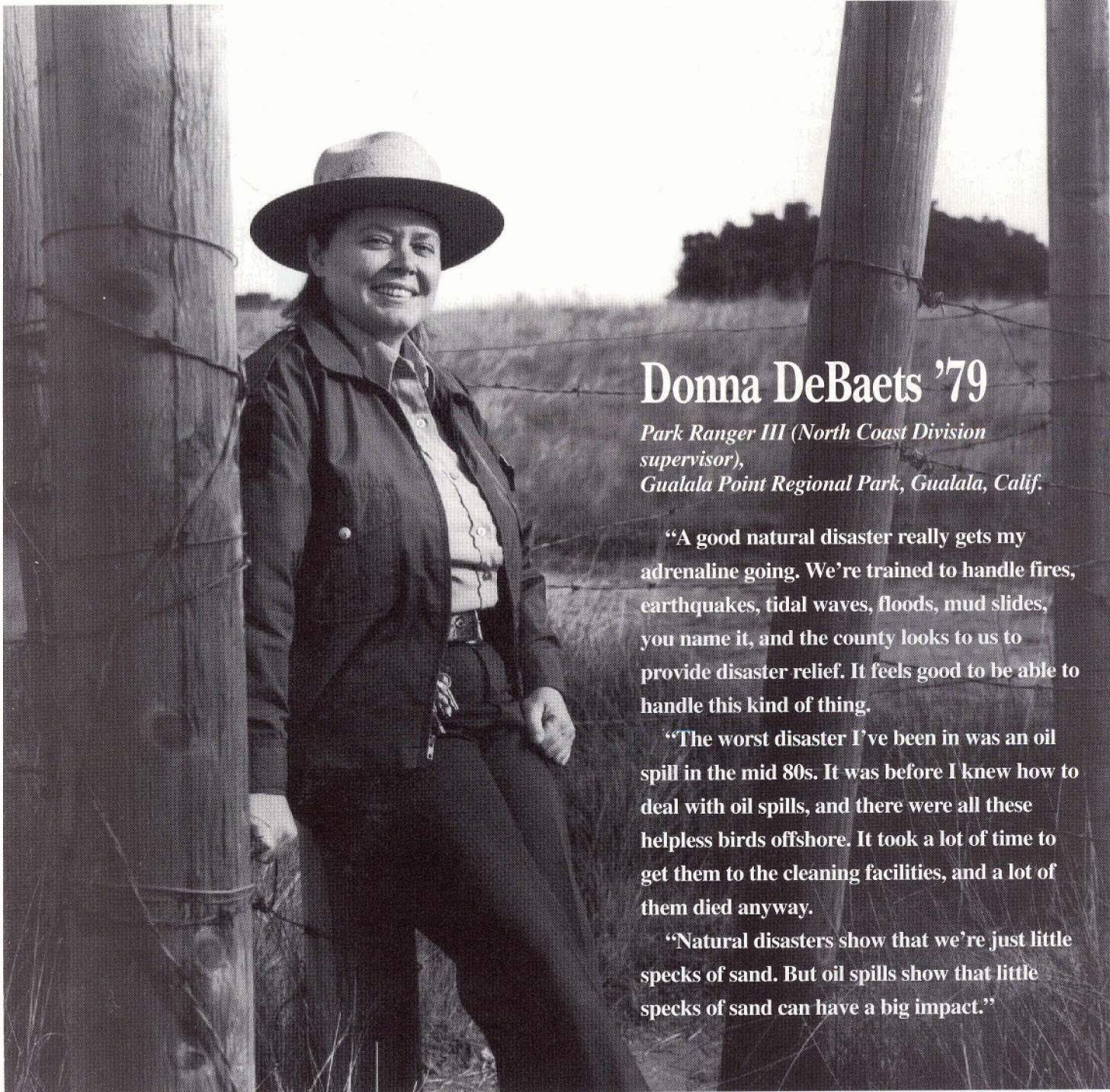
Arimatsu Shibori

A Japanese Tradition
of Indigo Dyeing

Oct. 1-Nov. 30, 1995

at Oakland University's
Meadow Brook Art Gallery

Rochester, Michigan
(810) 370-3005



Donna DeBaets '79

*Park Ranger III (North Coast Division supervisor),
Gualala Point Regional Park, Gualala, Calif.*

“A good natural disaster really gets my adrenaline going. We’re trained to handle fires, earthquakes, tidal waves, floods, mud slides, you name it, and the county looks to us to provide disaster relief. It feels good to be able to handle this kind of thing.

“The worst disaster I’ve been in was an oil spill in the mid 80s. It was before I knew how to deal with oil spills, and there were all these helpless birds offshore. It took a lot of time to get them to the cleaning facilities, and a lot of them died anyway.

“Natural disasters show that we’re just little specks of sand. But oil spills show that little specks of sand can have a big impact.”

Have your cake and eat it, too!

A gift to Oakland University can
give you an income for life — and a
tax deduction now.



Having your cake...

Like many people, you may have thought about how much you would
like to make a gift to Oakland University, but then hesitated,
thinking about the income you or your spouse
may need in the future. That's only natural.

...and eating it, too

But it is possible to give away some of your assets and
still benefit from them for the rest of your life.

Think about a planned gift with life income.

The Federal Government encourages substantial support
of institutions like Oakland University.

For more information, contact:

Pamela Acheson, director of planned giving,

Oakland University

John Dodge House

Rochester, Michigan 48309-4401

(810) 370-4247

Oakland University's Professional Theatre Company

MEADOW·BROOK T H E A T R E

30th Season

Geoffrey Sherman, artistic director

Swashbuckling Adventure

The Three Musketeers September 20 - October 15

Hilarious Farce

Lend Me a Tenor October 18-November 12

Holiday Favorite

A Christmas Carol November 24-December 27

Titan Comedy

Camping with Henry and Tom January 3-28

Pulitzer Prize Winner

The Piano Lesson February 7-March 3

Poignant Drama

Shadowlands March 13-April 7

Comedy Thriller

Corpse! April 17-May 2

ALUMNI DISCOUNTS

OAAA Members receive a 20% discount on the purchase of one or two tickets. Not available for Friday or Saturday evening performances. Valid membership only.

1995-96 Season

For ticket information or a
FREE Brochure

Call (810) 377-3300

Programs subject to change

17161



Oakland University Magazine

Rochester, Michigan 48309-4401

Nonprofit Org.
U. S. Postage

PAID

Rochester, MI
Permit No. 17