



OAKLAND UNIVERSITY

News

104 North Foundation Hall
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A publication for faculty and staff

March 6, 1992



Claire Van Ummersen and Richard Meyers

Candidates Outline Leadership Styles

Presidential candidates Richard Meyers and Claire Van Ummersen came from opposite ends of the enrollment spectrum but brought similar messages to their Faculty Forums about their management philosophies.

Meyers is president of Western Oregon State College, a small school of approximately 4,000 students, and Van Ummersen is chancellor of the University System of New Hampshire, a state-wide system with more than 29,000 students.

Meyers described himself as a "bottom up" manager who takes opinions of everyone, from students to faculty, in consideration when setting policy. That style would extend to setting university goals, he said. "We would at least know where we're going, and we'd all be in it together," he said.

Van Ummersen, likewise, said she relies on the people around her. She called herself a "team player" who values the opinions of others. "I don't want to be surprised, and I don't want anyone else to be surprised by what I do," she said.

Their on-campus appearances the week of February 17 were part of the final round of visits by presidential contenders. Luis Proenza and Sandra Packard had visited earlier. All four were scheduled to appear March 3 before the Board of Trustees for final interviews. On March 11, the board is expected to make a decision on who will become the next university president.

In his presentation, Meyers said he knows from experience about working with tight budgets. In 1983 the state wanted to close his school and turn it into a prison. He rallied the students and faculty and made a case for keeping the school open. Similarly, he said, the staff and faculty at Oakland need to have a sense that they

share in the university's future. Their goal should be to ensure quality is not reduced for quantity, he added. "That's a tradeoff that I would not be interested in," he said.

Meyers said he faced another problem that Oakland has: finding funds for new buildings. An approach he took was finding a partner. In this case the National Guard helped fund a building that it uses on weekends for classes. Linkages such as that, he said, should be explored.

To develop Oakland's image — "first there's reality, then there's image," he noted — he said he would hit the road, traveling to meet legislators and newspaper editors. "I'd like the image of this institution to be one of helping others," Meyers commented. He warned that he would get out of the office to get the job done. "I'd knock on doors without appointments," he said.

Meyers said he wants the faculty to be involved in setting the budget. "I want a lot of people involved in it," he said. On other matters, he wants the university to recruit from other states and countries. "The university must represent what society should be, not those who fund it," he said.

Van Ummersen said she misses close contact with students, which is the main reason she wants to be back on a campus. She sees herself as someone who could take OU, which is "poised on the precipice," and give it direction. That direction, she said, would be toward making OU a top choice among high-calibre students.

The candidate's assessment of OU is that it needs stronger ties to the surrounding community. Those ties would not come at the expense of sacrificing academic quality, she added. "We can't forget that we're here to educate students," she said.

Van Ummersen suggested that the university needs to have an "open, honest discussion" with the faculty and staff about the budget situation. The administration, she offered, needs to have a budget process that "lays bare the soul of the university." In decision making, the emphasis should be on whether a decision enhances academics. Faculty involvement, she added, would be good for "sharing some of the pain" when resources were not sufficient to meet needs.

In looking over the university budget, Van Ummersen said she noticed high administrative costs that are "well above national averages." Personnel costs, she said, are "chewing up" the budget and leaving little for discretionary spending.

In describing her personal style, Van Ummersen said she would immerse herself in learning the people at Oakland so that she could "spin the tale and sing the praise." Finding support, she said, would be a time-consuming task. Speaking the day before the New Hampshire presidential primary, Van Ummersen joked that politicking there was much easier. "You can get anyone to eat at your table these days, or shake your dog's hand," she joked.

Van Ummersen added that finding institutional support is not always that easy, and managing takes foresight. "It's easy to have great vision when there are lots of resources. It's harder to circle the wagons and think of creative solutions when there are not as many resources," she said.

Similarly, the university must recognize what it does well, and keep an eye out for the competition. "If other institutions are here, that says to me that OU did not meet the need or know the market," she said. ▽

Scholarship Revisions in Place

Program Aims at Top Scholars, Greater Diversity

Oakland University has completed a major revision of its academic scholarship programs in keeping with efforts by Interim President John De Carlo and the faculty to attract larger numbers of top scholars to the university.

The revamped scholarship offerings will pay dividends by attracting top undergraduate scholars to Oakland. In addition, all of the scholarships will focus on the promotion of greater diversity among Oakland students.

De Carlo said efforts to enhance the quality of the university — from the students themselves to the level of instruction offered — are especially timely in light of a *U.S. News & World Report* article last September. The magazine listed Oakland among the best universities and among the "best buys" in regional colleges and universities in the Midwest.

"With national attention focused on Oakland University, it is appropriate for us to review our own policies, especially those related to the many scholarships we offer," De Carlo said. "Our goal is always to improve the quality of our academic programs. Attracting the best students is a vital part of that process."

Sheldon Appleton, associate provost for undergraduate studies, and professor of political science, said the revised scholarships will enhance the university's position as an institution where the brightest students can continue their education.

A Scholarship Redefinition Task Force, chaired by Jack Wilson, associate vice president for student affairs, recommended the scholarship changes. The revisions have been approved by the president.

Wilson said this is the first major change in the undergraduate academic scholarship program in 20 years.

One of the most notable changes is the opportunity for more commuter students to ob-

(Continued on page 4)

Lectures, Films Mark Women's History Month

A series of lectures in honor of Women's History Month will lead up to the annual Women's Film Festival on campus.

The Women's Studies Concentration is sponsoring the observance, *Women's History: A Patchwork of Many Lives*. All events are open to everyone, and are free, except for the film festival for which there is a charge.

Events begin with a brown-bag lunch program from noon-1 p.m. March 10. Judy Brown of the Department of Sociology and Anthropology and Martha Zingo of the Department of Political Science will discuss the role the Women's Studies Concentration has played in disciplines across the university. The talk will be in 105 Wilson Hall.

The observance continues from 4-6 p.m. March 13 in St. John Fisher Chapel, where a

reception will be held. From noon-1 p.m. March 18 in 480 Varner Hall, Professor Barbara Aswad of Wayne State University will discuss her research, *Arab Women: Appearance and Reality*.

The second brown-bag lunch will be from noon-1 p.m. March 24 in Oakland Center Gold Room C. Hoda Abdel-Aty-Zohdy of the School of Engineering and Computer Science and Feona Hansen-Smith of the Department of Biological Sciences will discuss the contribution of women's studies to their fields.

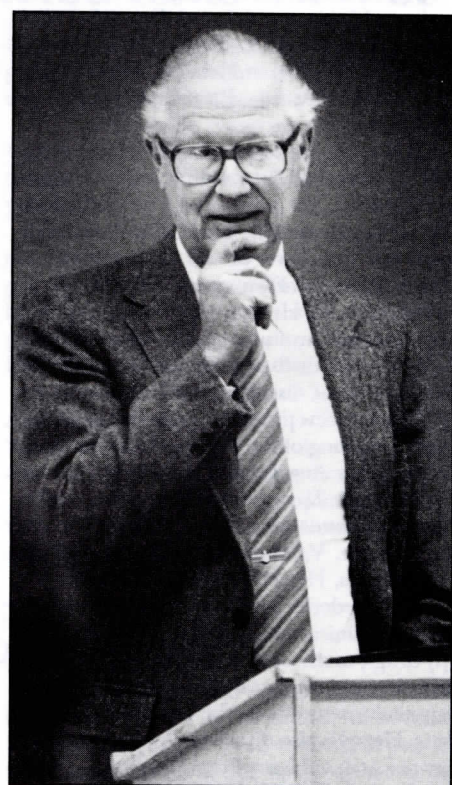
Professor Asuncion Lavrin of Princeton University will present *A Visual Memory of Latin American Women's History* during a lecture on March 25. The 1:20-3 p.m. lecture will be in OC Gold Room C. Her lecture is in conjunction with the Department of

History's celebration of the Columbus quincentennial.

From 7-9 p.m. March 26, a coffee house will be held at the Barnes & Noble bookstore in Rochester Hills. The brown-bag luncheon will wrap up from noon-1 p.m. March 31 in OC Gold Room A with a discussion of women's studies and the humanities. Speakers will be Barbara Hamilton of the Department of Rhetoric, Communications and Journalism and Susan Hawkins of the Department of English.

Events will change focus on April 4 when the 11th annual Women's Film Festival opens. The all-day event in Varner Recital Hall opens at 9 a.m. and includes film screenings and discussions. The Women's Studies

(Continued on page 2)



E. Jan Hartmann wasn't the least bit rusty when he gave a talk to a School of Business Administration class. Turn to page 3 to find out why.

Realignment Follows Vice President's Retirement

Interim President John De Carlo has made a temporary reorganization of the Division of Development and Alumni Affairs effective on the retirement of Vice President David H. Rodwell on February 29 and continuing to the appointment of Rodwell's successor.

University Relations, including the News Service and Publications Department, will continue to be the responsibility of Margo King, assistant vice president for university relations and assistant director of development. The cultural enterprises, including

Meadow Brook Theatre, Festival, Art Gallery and Hall, will be added to her responsibilities.

Also reporting to King is Frank P. Cardimen, assistant to the vice president for development and alumni affairs. He has been assigned the duties of director of corporate and foundation programs.

Paul Osterhout, director of development, will oversee the development staff, which includes Developmental Services (formerly Gift Accounting) and annual funds. He will also oversee the Oakland University Foundation and the alumni affairs staff.

King and Osterhout will report to De Carlo.

De Carlo said the changes will provide an efficient means of maintaining current services. It is anticipated that a national search for Rodwell's replacement will begin shortly. The final selection of a candidate will be coordinated with the new university president to be selected by the Board of Trustees.▼

Women's History

(Continued from page 1)

Concentration sponsors the festival in conjunction with other campus groups.

The festival will open with *Daughter/Rite*, a classic feminist film by Michelle Citron. It uses home movies to explore relationships between mothers and daughters and between sisters. The second film of the morning will be *Your Children Come Back to You*, by Alile Larkin. The film concern a young girl

caught between two worlds and the values they represent.

A *Different Image*, another film by Larkin, will open the afternoon session. The film covers a black woman's search for identity. Larkin will speak in the afternoon about her experiences making films and gaining access to the media.

To register for the festival, call 370-2264. Admission is \$13 and includes lunch. Students with proper ID will be admitted free.▼

Fund Drive Revised to Benefit Year-Round Donors

Faculty and staff members who give to the university will now receive special recognition, no matter when they make the gift.

The policy for recognizing donors during the annual fall All-University Fund Drive has been extended year-round, retroactive to January 1.

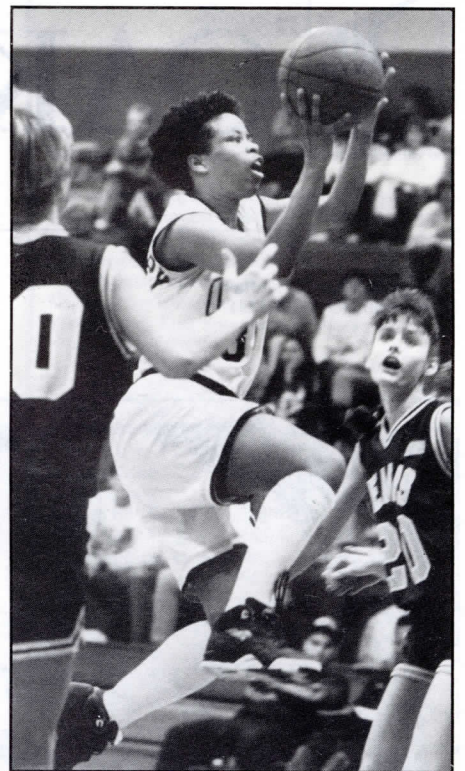
Anne Engle, assistant director of annual giving, says the policy change means university employees who give anytime during the year will receive special recognition.

Often employees donate for special purposes throughout the year, such as to scholarship funds, that have their own fund-raising volunteers. Now all such gifts, no matter when they are made, will be eligible for the same gift recognition that donors got during the All-University Fund Drive.

A popular feature of the All-University Fund Drive has been a special gift to donors who made a minimum pledge of \$25. Engle says thank-you gifts, of a different

kind, will still be awarded. Campaign volunteers from each building will deliver the gifts.

The All-University Fund Drive will still be held from late September to early October, but with a new emphasis. It will continue to bring attention to the need for private giving to the university, but instead of being the start of a faculty-staff effort, it will be the wrap-up to the ongoing year-long campaign.▼



Junior guard Roni McGregory and the Pioneers will seek a GLIAC tournament championship this weekend on the Michigan Tech court. The team ended the regular season tied for second with a 12-4 record, 21-6 overall. The tourney champ qualifies for the national NCAA Division II Tournament 32-team field.

The Campus Register

Faculty and Staff Notes

Items about professional activities or honors may be sent to the News Service, 104 NFH. They appear as space permits.

Presentations

KARL D. GREGORY, business administration, presented an invited lecture on innovative business financing strategies in Washington, D.C., at the sixth annual National Policy Institute, a conference of elected officials. It was sponsored by the Joint Center for Political and Economic Studies and several national organizations of elected mayors, county officials and other officials.

HODA S. ABDEL-ATY-ZOHDI, electrical and systems engineering, chaired a session on microelectronic devices and presented two papers at the International Conference on Microelectronics in Cairo, Egypt. The papers appeared in the conference *Proceedings*. They were *Recent Studies on SOI/SOS Microelectronic Field Effect Transistors Device Modeling and Degradation in Drain Current of Depletion Type n-Channel MOSFET Due to High-Low Transition Regions*. Coauthor of the latter was PRASAD GUDEM. Abdul-Aty-Zohdy also gave a lecture on *Very Large Scale Integrated Circuits* at Mansoura University in Mansoura, Egypt.

ANAHID KULWICKI, nursing, wrote *Arab Minority in Michigan - A Group Exposed to High Risk*, was published in the *Journal of Nursing Science* (in Finnish) in Helsinki, Finland. Coauthor was VIRGINIA RICE of Wayne State University.

HARRIET E. MARGOLIS, English, gave a talk, *Who's the 'Sucka'? Determining Factors in Audience Response*. She presented it at the University of Texas, Austin. The Critical and Cultural Studies Area of the Department of Radio-Television-Film sponsored the talk.

FREDRICK W. HETZEL, physics, participated in a National Institutes of Health meeting in Bethesda, Md., with the director of the NIH for the purpose of discussing and improving the NIH peer review process. He also attended the annual meeting of the Society of Optical Engineers in Los Angeles and presented a paper, *Photodynamic Therapy in the Treatment of AIDS-Related Mucocutaneous Kaposi's Sarcoma*. Coauthor was Dr. VANESSA SCHWEITZER. While in Los Angeles, Hetzel met with representatives of QLT/Lederle, the only drug company involved in clinical testing of photodynamic therapy drugs, to discuss a continued supply of the drug for ongoing research studies and to open negotiations to obtain the second-generation drug. Hetzel is also director of radiation oncology research at Henry Ford Hospital.

Publications

SEÁN FARRELL MORAN, history, wrote *Patrick Pearse and Patriotic Soteriology for The Irish Terrorist Experience*, a book edited by YONAH ALEXANDER and ALAN O'DAY. It was published by Dartmouth Press.

FREDRICK W. HETZEL, physics, wrote *Variations in pO₂ and pH response to Hyperthermia: Transplant Site and Duration Dependency for Radiation Research*.

MARY AVERY, graduate student in physics, has had an abstract accepted for presentation at the Radiation Research Society meeting. The paper is *Clearance of ^{99m}Tc Human Serum Albumin as a Measure of Lymphatic Flow*. A manuscript, *A Measurement of Regional Lymph Clearance in Mice Following Local Hyperthermia*, has been accepted for publication in the *International Journal of Hyperthermia*. She also wrote *Lymph Flow from Murine Footpad Tumors Before and After Sublethal Hyperthermia for Radiation Research*.

SADI BAZAZ, business administration, wrote *Comprehensive Measurement of Foreign Income: The Case of SFAS No. 52*. It appeared in *The Journal of International Accounting*. Coauthor was JOE CALLAGHAN. Bazaz also wrote *More Empirical Evidence on the Relationship Between Current Cost Data and Stock Prices for Southern Business and Economic Journal*. Coauthor was AUSTIN MURPHY.

Honors

KATHERINE Z. ROWLEY, continuing education, was elected 1992-93 president of the Society of Plastics Engineers, Detroit Section. The society is celebrating its 50th anniversary and founding in Detroit. Rowley is CE program manager for the plastics technology and business and industrial programs.

ROBERT J. GOLDSTEIN, political science, has been selected for inclusion in the 1993 edition of *International Authors and Writers Who's Who*, a reference work published in England.

ANAHID KULWICKI, nursing, received a \$4,000 grant from the March of Dimes Birth Defects Foundation for *Smoking Cessation Program for Pregnant Arabic Women*.

FREDRICK W. HETZEL, physics, participated in the peer review process of grant applications submitted to the National Institutes of Health, Radiation Study Section. The meeting was held in Taos, N.M.

KARL D. GREGORY, business administration, has completed an engagement as a consultant to the Detroit Historical Museum. He assisted in identifying artifacts and developing a script for displaying the artifacts that document the history of African-American businesses in Detroit since 1850. The exhibition continues through September. The results of some of Gregory's own business efforts in helping to organize a national bank, a construction company, an economic development organization, and a large cable company also appear in the display.

Funding Opportunities

Sources of external funding are provided by the Office of Research and Academic Development. Stop by 370 SFH or call 370-3222.

U.S. Information Agency

The agency will fund workshops/seminars,

lectureships and research in China that will contribute to mutual understanding. Workshops and seminars may be in a variety of fields, including history, literature, law, economics, music, political science and art. Lectureships should provide discipline-specific American civilization instruction at tertiary institutions in China with graduate degree programs. Research projects could focus on how and what Chinese university students learn about the American political or legal systems. The maximum grant is \$75,000 for workshop projects, \$55,000 per faculty participant for lectureships, and \$50,000, including administrative costs, for research projects. Candidates for lectureships must be at or above the associate professor level, and recipients of research grants should be experienced researchers with doctorates. March 20 deadline.

Department of Agriculture

Applicants for research to assess U.S. competitiveness in international markets, costs and benefits of adopting new products and methods to boost competitiveness for rural economic development are invited. March 30 deadline.

The department also seeks applicants for research on food safety, especially disease-causing micro-organisms that contaminate food. Proposals may address either pre- or postharvest origin of the microbial agent. Program will not consider proposals that focus on metal residues or pesticides. April 13 deadline.

National Science Foundation

Proposals for Teacher Preparation Programs that are multi- and interdisciplinary, emphasize use of technology in teaching and demonstrate an effort to recruit members of underrepresented groups into teaching are invited. NSF likes to see collaboration between scientists, science educators, teachers and other educational leaders in developing a project. April 15 deadline.

In the News

Appearances in the media by university faculty and staff include the following:

- KARL D. GREGORY, business administration, was one of several economists interviewed by *The Detroit News* for a series of three articles about the economic outlook. In a separate article, he was interviewed about an exhibit at the Detroit Historical Museum, which he helped set up. He was also interviewed on a news program appearing on the Black Entertainment Television cable network. The interview concerned the future of the U.S. auto industry.

Jobs

Details about job opportunities are available at the Employee Relations Department, 140 NFH.

- Senior systems programmer, AP-11, Office of Computer and Information Systems.

New Faces

Additions to the university staff in recent weeks include the following persons:

- Judith Samson of Bloomfield Hills, a trainer in the Continuum Center.

Nominations

Research Excellence Award

The University Research Committee seeks nominees for the Oakland University Foundation Research Excellence Award.

The award-winner is selected annually from one of three categories that rotate on a three-year cycle. This year the recipient will come from the social sciences/humanities. In 1993, the natural sciences will be featured and in 1994, the professional schools. The winner will receive a \$2,500 stipend at the fall commencement ceremony.

Eligible this year are scholars from art and art history; history; English; library and information science; linguistics; modern languages and literatures; music, theatre and dance; philosophy; political science; psychology; rhetoric, communications and journalism; and sociology and anthropology.

Candidates may nominate themselves or be nominated by others. Letters of nomination should include descriptions of the quality of the candidate's work, level of peer acceptance, national or international reputation, and information that clarifies the value of the candidate's contributions to the field.

Nominations must include the candidate's curriculum vita, including a list of the person's research accomplishments, and one representative sample of the researcher's work.

The deadline is March 11. Nominations should be sent to Brian Goslin, chair of the University Research Committee, Office of Research and Academic Development, 370 SFH.

Reaching Us ...

The *Oakland University News* is published every other Friday during the fall and winter semesters and monthly from June-August. Editorial offices are at the News Service, 104 North Foundation Hall, Oakland University, Rochester, MI 48309-4401. Copy deadline is noon Friday of the week preceding the publication date.

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- News Service fax: 370-4249

Quote

"If you would be accounted great by your contemporaries, be not too much greater than they."

— Ambrose Bierce

Bits & Pieces

LSQ Returns for Concert

The Lafayette String Quartet, former quartet-in-residence at OU, will present its final concert of the season in Varner Recital Hall on March 21.

The quartet is now based in British Columbia, but tours throughout the year. Its last performance at OU was in October. The 8 p.m. concert will include Mozart's *Quartet in d minor*, Barber's *Quartet for Strings, Op. 11* and Beethoven's *Quartet in F Major, Op. 59, No. 1*.

Tickets are \$10 general admission, \$6 for students and senior citizens, and \$3 for OU students. Call 370-3013 for information.

Sessions Explain Appraisal Forms

All administrative-professional employees are asked to attend one of two general orientation sessions concerning the new AP Performance Appraisal System.

The sessions will acquaint APs with the new system and help them understand the role the forms will play in the appraisal process.

Orientation sessions are set for 9-11 a.m. March 10 and 2-4 p.m. March 12 in 126-127 Oakland Center. Call 370-3480 to register.

Chem Changes Lab Requirements

Changes in required laboratory time for some chemistry students will make it easier to fit the lab into their schedules.

Starting with the spring semester, laboratory experience will be available to students in both semesters of general chemistry. The new course, *General Chemistry Lab I and II*, CHM 147 and CHM 148, will replace the previous one-semester CHM 149 lab.

"It will now be much easier for students to schedule the lab course, since it will meet for just one three-hour period each week instead of two four-hour periods per week required previously," says Steven R. Miller of the Department of Chemistry.

"The financial strain will be eased as well. The two credit hours of chemistry lab will be divided between two semesters instead of concentrated in one."

Students who take general chemistry are reminded that the laboratory courses are not automatically mandatory. Students should consult an adviser in their major department to determine whether they must register for CHM 147 and CHM 148, and to determine the best time in their program to take chemistry.

Hudson's President to Speak

The president of Hudson's will speak on retailing in the 1990s during a free talk on campus.

Dennis Toffolo will lecture at 1 p.m. April 6 in the Oakland Center East Crockery. His visit, open to everyone, is sponsored by the Omicron Mu Chapter of Alpha Phi Alpha Fraternity.

Commuters Want to Advocate

A new campus group, the Commuter Advocates, wants to spread the word about campus events to its constituency.

The group has set up information boards of its own on campus. Information about events of interest to commuters should be sent to Commuter Advocates in CIPO, 49 OC. If you have questions, call Lisa Nottle or Peter Eckel, 370-2020.

Mighty Big Shoes to Fill

A letter from the *Detroit Free Press* arrived in the News Service, computer-addressed to "Principal, Oakland University."

Not sure which of the many principal players at Oakland should get the letter — and not wanting to mess up the pecking order by routing it to the wrong person — the staff perused the contents. The newspaper asks the principal to forward names of all students who had perfect attendance during fall semester.

"We define perfect attendance as no absences and no tardiness. Even excused lapses are not accepted," the letter intoned.

Of course that narrows the field. Qualifying students should meet outside the north door of the Oakland Center at 3 a.m. March 8 for a group photo. Black tie is optional for the principal.



John Omans, clerk II in University Services Stores, gathers another order for a campus department.

Did You Hear the One About (Blank) Closing?

Never let the facts get in the way of a good story.

That old saying could apply to the stories that have floated on campus in the past two weeks concerning the future of the University Bookcenter, University Services Stores and insert-department-name-of-your-choice.

In short, the Bookcenter is still in business and all of its employees still have jobs. Ditto for Stores. As for other departments, staffing and budget needs are under review everywhere — that's not a secret — but the rumor mill has already ground up a few offices.

As for changes in the works that are official, administrators say the university has asked for proposals from private companies that might be interested in operating the Bookcenter and Stores.

Jack Wilson, associate vice president for student affairs, said this is the third time that private companies have been asked to make an offer for operating the Bookcenter. For the university to turn over the Bookcenter to a private operator, he said, two conditions must be met: the university must save money by doing so and the same level of service to faculty and students must be provided.

Wilson said that in many cases where a private company has assumed management of a campus bookstore, the impetus was dissatisfaction with current operations.

"That is not true here. The Bookcenter is well-respected and well-run," he said. Wilson added that university employees who man-

age and staff the Bookcenter "have a long history at Oakland and are very good at what they do."

The Bookcenter is profitable. Wilson said the question is whether a private operator could save the university a significant amount of money by paying OU for the right to sell books and related items on campus.

Still to be answered is how much money the university would also save by cutting out related administrative costs that are borne by such units as payroll, accounting and the computer center. Wilson said it is difficult to extract all of those costs, but they must be considered when weighing a proposal.

Wilson said a primary concern is what would happen to university employees at the bookstore. "Our intent is to ensure that those people are protected," he said. Until specifics are addressed with a private operator, those questions are difficult to answer.

Oakland would not be the first to turn over its bookstore to a private company. Barnes & Noble operates stores in university buildings at Wayne State University and the University of Michigan, for example, and other campuses also have private vendors on site.

As for University Services Stores, Robert McGarry, vice president for finance and administration, said the university is close to selecting a private firm that will provide all of its supplies.

That will mean that Stores will close if an agreement is signed. The change would af-

fect only that part of the operation that supplies items used in offices. The university will still maintain the warehouse space in the Public Safety and Services Building for supplies used in academic departments, such as laboratory equipment, scientific gases, maintenance materials and other specialized items.

McGarry said the latest proposals call for university employees to call or fax orders to a private supplier. Deliveries would be made daily. Persons with computers connected to modems would also be able to send their orders in electronically.

If the university does contract with a private supplier, staff needs would be adjusted. McGarry said it is the university's hope that affected persons could be transferred to open positions in other departments. He estimates the university could save up to \$90,000 a year by contracting with a private company.

The Stores operation does about \$270,000 a year in sales, says Frank Clark, director of university services. Stores stocks 245 different items, he adds, plus it orders whatever departments need through various catalogs. One full-time employee and up to five student employees carry out the work.

Plans now call for the university to maintain its office forms supplies, Clark says, although that could change in the future. The forms, including everything from payroll sheets and cash deposit slips, are printed by both on- and off-campus printers.▼

Students Hear How One Company Reacted to its Market

E. Jan Hartmann could have stood by and watched his company go the way of the buggy-whip manufacturers.

Instead he used the D-word on his employees.

Without diversification, Ziebart International might not be the company it is today. The president and chairman of the board of Ziebart visited a School of Business Administration class to talk about the role of a corporate officer. His talk with Karl Gregory's class was part of the semester-long Executive-on-Campus Program, which is bringing a dozen corporate leaders to campus for lectures.

Hartmann told Gregory's graduate-level class that Ziebart is still best-remembered as the rustproofing king, but aftermarket rustproofing is not the sole product the international company offers.

In the United States and Canada in partic-

ular, where auto manufacturers have increased their own rust-protection warranties, Ziebart had to adapt to a changing market. Hartmann said the big push at Ziebart is on appearance protection, which not only includes rustproofing, but everything from interior fabric protection and sunroofs to bug screens on the front of the hood.

The strategy appears to be working for the Troy-based franchisor. Sales are in the \$140 million a year range through more than 700 franchises in 40 countries. In 1969 when Hartmann joined the company, Ziebart had 150 locations. Some expansion came through acquisitions of competitors.

Diversification proved to be a good hedge against a recession. In the early 1980s when auto sales figures turned to dust, especially in the Rust Belt states, Ziebart felt the effects.

Strategic planning helped Ziebart,

Hartmann told the class. Those long-range plans allowed the company to make short-term corrections that ensured survival.

"If you're a large company and you don't have more than an annual budget, you're in trouble," he said. "You may not know it, but you are."

Hartmann said the next 10 years will be an interesting period for his company. The firm plans to crack the European market, which has been dominated by its own rustproofing companies. The detailing and accessory business, Hartmann said, should give Ziebart an edge.

Hartmann said Europeans are similar to Americans demographically. That is, they like their cars, but they are also racking up the miles on their biological odometers.

"Just as in America, as yuppies get older, they like to have someone else take care of their cars for them," he noted.▼

Harvard Professor to Deliver Maurice Brown Poetry Reading

A professor from Harvard University will deliver the annual Maurice F. Brown Memorial Poetry Reading.

Helen Vendler will speak at 3 p.m. March 12 in the Oakland Center East Crockery. The A. Kingsley Porter University Professor of Literature at Harvard will read from a selection of poems by various authors.

The lecture, sponsored by the Department

of English and the College of Arts and Sciences, is held in memory of Maurice Brown, who was a member of the English faculty from 1961 until his death in 1985. He delighted in introducing students to innovative works of American literature. The Maurice Brown Collection of Contemporary Poetry at Kresge Library was established to honor his dedication to teaching.

Vendler has received eight honorary doctoral degrees. She is the author of several hundred articles and seven volumes of poetic theory and criticism. She has been a senior National Endowment for the Humanities fellow, and has been awarded Rockefeller, Guggenheim and Fulbright fellowships.

The free lecture is open to everyone. For information, call 370-2250.▼

Scholarships

(Continued from page 1)

tain high-value scholarships. These students will be eligible for large scholarships that do not require on-campus living arrangements. Appleton said many students who wish to commute will now find Oakland scholarships to be competitive with those offered by other institutions.

"It's our belief that this new program will attract more top students to Oakland," Appleton said. "We intend to go after these top scholars in the same way that some schools go after top athletes," Appleton said.

The revised scholarship program is now in effect, with awards starting in the fall semester. To help boost the program, the university has committed an additional \$60,000 toward scholarships for 1992-93. The university will spend more than \$570,000 in general fund money next year on 362 academic scholarships. These are in addition to athletic

scholarships and scholarships provided by private gifts and endowments.

The university's goal, Appleton said, is to increase the amount of money available for scholarships in coming years. If that goal is reached, 438 general fund scholarships will be available by 1995-96. The university's commitment at that time would be \$825,000.

What the committee has accomplished is a restructuring of major existing scholarships and the addition of four others. The four new or expanded scholarships recommended by the committee are:

- The Anibal/Burgum Excellence Scholarship. The renewable scholarship will provide \$2,500 a year. It is intended as a means of providing commuter students with an attractive scholarship, although students living in residence halls will also be eligible. The program will start with six new awards next fall and would increase until there are 30 awarded in 1995-96.

- Diversity Scholarships. The \$2,500 renewable scholarship will be awarded to two students each year who will contribute to the diversity of the university community. Students may live on campus or be commuters. Wilson said the scholarships will be awarded to students from underrepresented groups and to students who would bring a different cultural perspective to the university community.

- The University Scholarship. It will provide 80 incoming first-year students in 1992-93 with \$2,000 a year, renewable for four years. Students must live in the residence halls. By 1995-96, 194 students would be awarded new and renewed University Scholarships.

- Honor Awards. These nonrenewable \$500 scholarships will go to either commuter or on-campus students. Sixteen will be awarded next fall. In 1995-96, 20 would be awarded.

The following significant scholarships will continue:

- Challenge Scholarship. Renewable, \$2,400 per academic year. These awards are presented to students participating in the Project Challenge Program in the Pontiac school system.
- Competitive Scholarship. Renewable, \$2,000 per academic year. Scholarships are awarded to incoming students based on a competitive examination.
- Community College Scholarship. Renewable, \$2,000 per academic year. Transfer students are eligible.
- Presidential Scholarship. Renewable, \$6,000 per academic year.
- Foundation Scholarship. Renewable, \$5,000 per academic year.
- Student Life. Renewable, \$1,000 per academic year.

Information about any scholarship is available from the Office of Admissions and Scholarships. The deadline is June 1, but early submissions are encouraged.▼

'New Tracks' in Dance Lead to Varner Hall

Some dancers are *Making New Tracks* in Varner Recital Hall.

The contemporary Eisenhower Dance Ensemble will premiere pieces by artistic director Laurie Eisenhower, an assistant professor in the Department of Music, Theatre and Dance, and Whitley Setrakian, a choreographer from Ann Arbor.

The 8 p.m. March 27-28 concerts will highlight a collaborative effort between Eisenhower and visual artist Bruce Scott. Working with images and theories from the Bauhaus era of art, they have created a sculptured, three-dimensional visual design that incorporates unique costumes and set design.

"The Bauhaus piece should prove to be very innovative," Eisenhower says. "This is the second time I've collaborated with Bruce, and I'm looking forward to working with him again. He's an incredible talent and inspiration."

Eisenhower will also premiere a trio which displays naturalistic movement in a confined area, exploring tensions within oneself and between others.

Through a grant from the Arts Foundation of Michigan, the company and guest choreographer Setrakian have collaborated. Her work, *Mary's Answer*, mixes literary text with complex gestural movement.

Other dances on the program are the humorous *Craps*, by Bill Evans; Carol Halsted's *Glass Time*, a pure movement work set to Philip Glass' music; and Eisenhower's *Love Songs*, a light-hearted satirical work exposing one's passion for the need to be loved.

Ticket information is available by calling 370-3013.▼



A favorite for three decades, 'West Side Story,' opens at Varner Studio Theatre on March 13 and runs weekends through April 5. The musical is sponsored by the Department of Music, Theatre and Dance and is directed by Michael Gillespie. The production features music directed by Rebecca Reese and choreography by Gregory Patterson. All are MTD faculty members.

Employee of the Month

Pleasant, practical, efficient and reliable are adjectives that describe Bob Knoska, custodian for Campus Facilities and Operations.

Knoska, an employee since 1976, has been associated with the university much longer. He is a graduate of OU and worked as a student assistant prior to his current assignment.

Until this past January, Knoska's was responsible for keeping the Educational Resource Lab sparkling clean. His thoughtfulness and pride in his work have earned him the Employee of the Month Award for March. This selection by the recognition committee was supported by comments from the ERL staff.

- "Bob is always willing to help out. He is dependable and does his job well. His is a friendly face to see every morning!"



Knoska

- "Bob has become a part of what Oakland University represents: efficiency, helpfulness, and above all, friendliness. He is always happy to see us at the ERL and treats us very thoughtfully."
- "Bob always has a smile and a pleasant or interesting comment to offer as well as practical and efficient help. He takes his job seriously because he is reliable, helpful and thorough in all he does. He is always willing to go the extra mile, too."
- "One can be assured that the ERL will never suffer any problems very long with Bob around. Whenever it rains he always comes in to check on our various leaks."
- "Bob is a helpful friend to the Oakland community."

Employee Recognition Award nomination forms are available in all departments, ERD and CIPO. For more information, call Victoria Junior or Gail Ryckman at 370-3480.

The Employee of the Month column is provided by the Employee Relations Department.

Events

MARCH

Until March 8 — Play, *Cobb*, times vary, Meadow Brook Theatre. Admission. Call 370-3300.

March 6-8 — Meadow Brook Estate Spring Concert, times vary, Varner Recital Hall. Admission. Call 370-3013.

9 — Discussion, *What is Zionism?* with Sivan Maas of Israel Information Desk, noon, Oakland Center Faculty Lounge. Free. Sponsored by Jewish Students Organization/Hillel. Call 370-4257.

9 — Lecture, *Fibonacci Superlattices* with Roberto Merlin of the University of Michigan, 2:45 p.m., 350 Hannah Hall. Free. Sponsored by Department of Physics. Call 370-3416.

10 — AP Performance Appraisal System orientation, 9-11 a.m., 126-127 Oakland Center. Call 370-3480 to register.

10 — Seminar, *Creativity in the Workplace*, 9 a.m.-4 p.m., Signature Inn. Sponsored by Continuum Center. Admission. Call 370-3033.

10, 17 and 24 — Lecture, *Classics of Western Tradition*, on B.F. Skinner's *Walden Two*, 7-9 p.m., Meadow Brook Hall library. Admission. Sponsored by Division of Continuing Education. Call 370-3120.

10 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Junior, 370-3480.

11 — Lecture, *Peace Plans, Old and New*, with newspaper columnist Avner Regev, noon, Oakland Center Fireside Lounge. Free. Sponsored by Jewish Students Organization/Hillel and other organizations. Call 370-4257.

11 — Personal appointments with TIAA/CREF retirement counselor. Call Staff Benefits Office, 370-3483.

12 — AP Performance Appraisal System orientation, 2-4 p.m., 126-127 Oakland Center. Call 370-3480 to register.

12 — Lecture, *Collective Oscillations of Parametrically Excited Magnons* with Vladimir Cherepanov of the University of Manitoba, noon-1 p.m., 269 Hannah Hall. Free. Sponsored by Department of Physics. Call 370-3416.

12 — Maurice F. Brown Memorial Poetry Reading with Helen Vendler of Harvard University, 3 p.m., Oakland Center Crockery. Free. Sponsored by Department of English and College of Arts and Sciences. Call 370-2250.

12 — University Senate, 3:10 p.m., Oakland Center Oakland Room. Call 370-2190.

13-15, 20-22, 27-29 and April 3-5 — Play, *West Side Story*, times vary. Varner Studio Theatre. Admission. Call 370-3013.

17 — OU Bible Staff meeting, noon-1 p.m., 125 Oakland Center. Free. Call Victoria Junior, 370-3480.

17 — Columbus Quincentennial Lecture Series, *Moral Reflections on 1492*, with James Axtel of the College of William & Mary, noon, Oakland Center East Crockery. Sponsored by Department of History, Association of Black Students and Wayne State University History and Faculty Research Committee.

18 — Lecture, *If We'd Only Start Listening, Maybe History Could Stop Repeating Itself*, with Leon Warshaw of Wayne State University, noon, Oakland Center Fireside Lounge. Free. Sponsored by Jewish Students Organization/Hillel. Call 370-4257.

19 — OURS Program, *What's Up, Doc?* noon-1:30 p.m., 202 O'Dowd. Free. Sponsored by AP Assembly and AP Association. Call Paul Franklin to register, 370-2020.

19, 26, April 2, 9 — Seminar, *Career Building: New Paths for Change or Advancement*, 7-10 p.m., 126-127 Oakland Center. Admission. Sponsored by Continuum Center. Call 370-3033.

19 — Seminar, *Excellence Without Perfectionism*, 7-10 p.m., Meadow Brook Health Enhancement Institute. Admission. Sponsored by Continuum Center. Call 370-3033.

19 through April 12 — Play, *Private Lives*, times vary, Meadow Brook Theatre. Admission. Call 370-3300.

19 — Concert, *Music from When the World Was Flat* by the Oakland Renaissance Ensemble, 8 p.m., Varner Recital Hall. Admission. Call 370-3013.

20 — Seminar, *Helping Clients Through Mid-Life Transitions*, 9 a.m.-4 p.m., Oakland Center. Admission. Sponsored by Continuum Center. Call 370-3033.

20 — Seminar, *How to Overcome Your Fear of Public Speaking*, 8:30 a.m.-3:30 p.m., Signature Inn. Admission. Sponsored by Continuum Center. Call 370-3033.

21 — Lafayette String Quartet concert, 8 p.m., Varner Recital Hall. Admission. Call 370-3013.

24 — OU Bible Staff meeting, noon-1 p.m., Oakland Center Meadow Brook Room. Free. Call Victoria Junior, 370-3480.

24 — Seminar, *Working Through Differences in Blended Families*, 9 a.m.-noon, Oakland Center. Admission. Sponsored by Continuum Center. Call 370-3033.

25 — Lecture, *Kosher Ham and Wry* with Jeff Zaslow, *Chicago Sun-Times* advice columnist, noon, Oakland Center Fireside Lounge. Free. Call 370-4257.

25 — Lecture, *Roots of Racism: Religion*, noon, Oakland Center Fireside Lounge. Free. Call 370-4257.

25 — Columbus Quincentennial Lecture Series, *A Visual Memory of Latin American Women's History: A Slide Lecture*, with Asuncion Lavarin of Howard University, noon, Oakland Center Gold Room C. Sponsored by Department of History, Association of Black Students and Wayne State University History and Faculty Research Committee.

27-28 — Concert, *Making New Tracks* by the Eisenhower Dance Ensemble, 8 p.m., Varner Recital Hall. Admission. Call 370-3013.

28 — Saturday Fun for Kids Series with singer Joanie Bartels, 11 a.m., Meadow Brook Theatre. Admission. Sponsored by MBT and Holiday Inn of Auburn Hills. Call 370-3300.

29 through May 17 — Exhibit, *Expressive Visions and Exquisite Images: Two Aspects of Art of the '80s from the Richard Brown Baker Collection (Part II)*, hours vary, Meadow Brook Art Gallery. Free. Call 370-3005.

30 — Low-impact aerobics classes begin, 5:15-6:15 p.m., Lepley Sports Center multipurpose room. Admission. Call 370-3190.

31 — OU Bible Staff meeting, noon-1 p.m., 125 Oakland Center. Free. Call Victoria Junior, 370-3480.

31 — Concert, *Cantate Domino* by the University Chorus and Oakland Chorale, 8 p.m., Varner Recital Hall. Admission. Call 370-3013.

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