

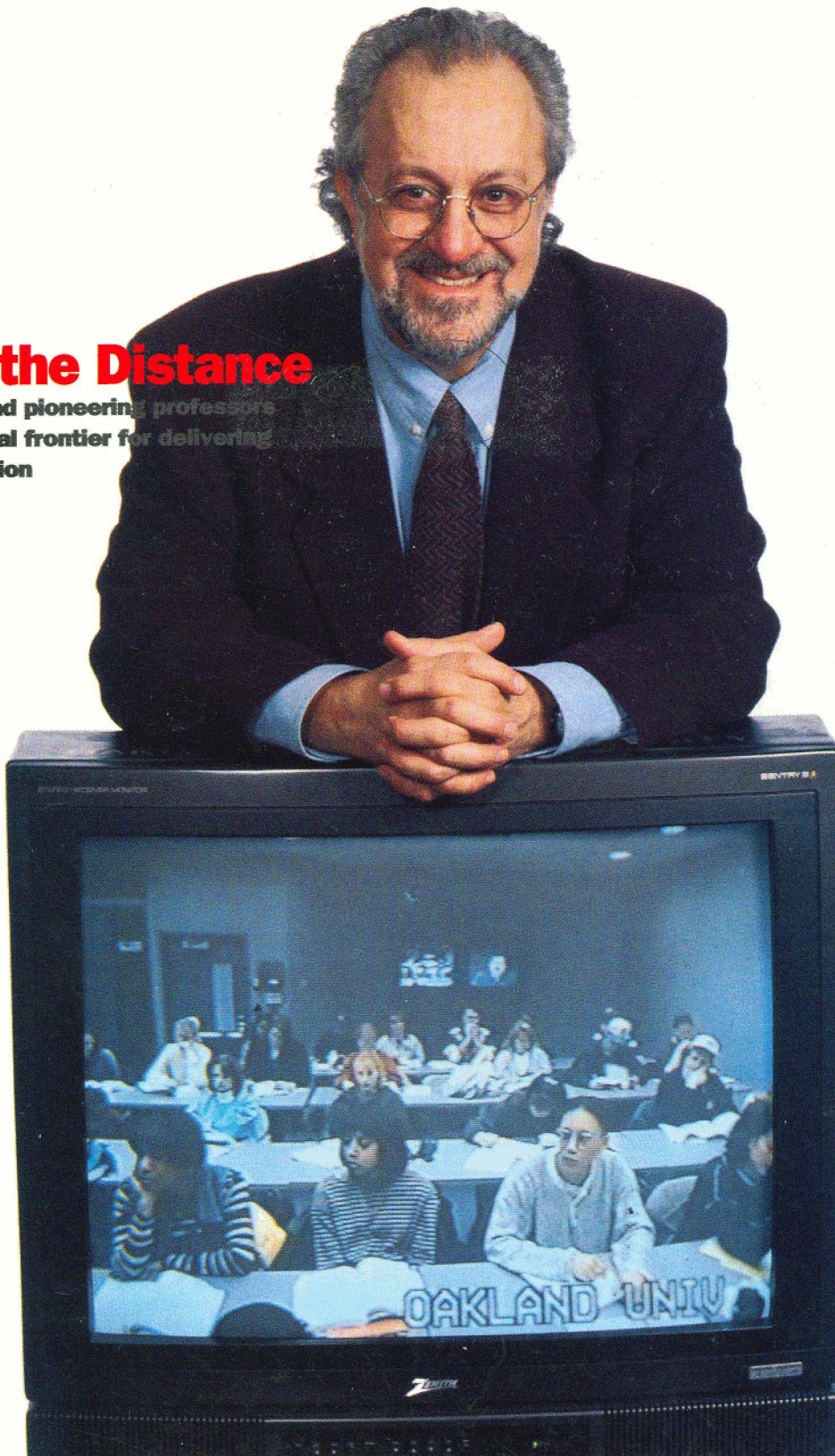
# Oakland University

Winter 1996

MAGAZINE

## Going the Distance

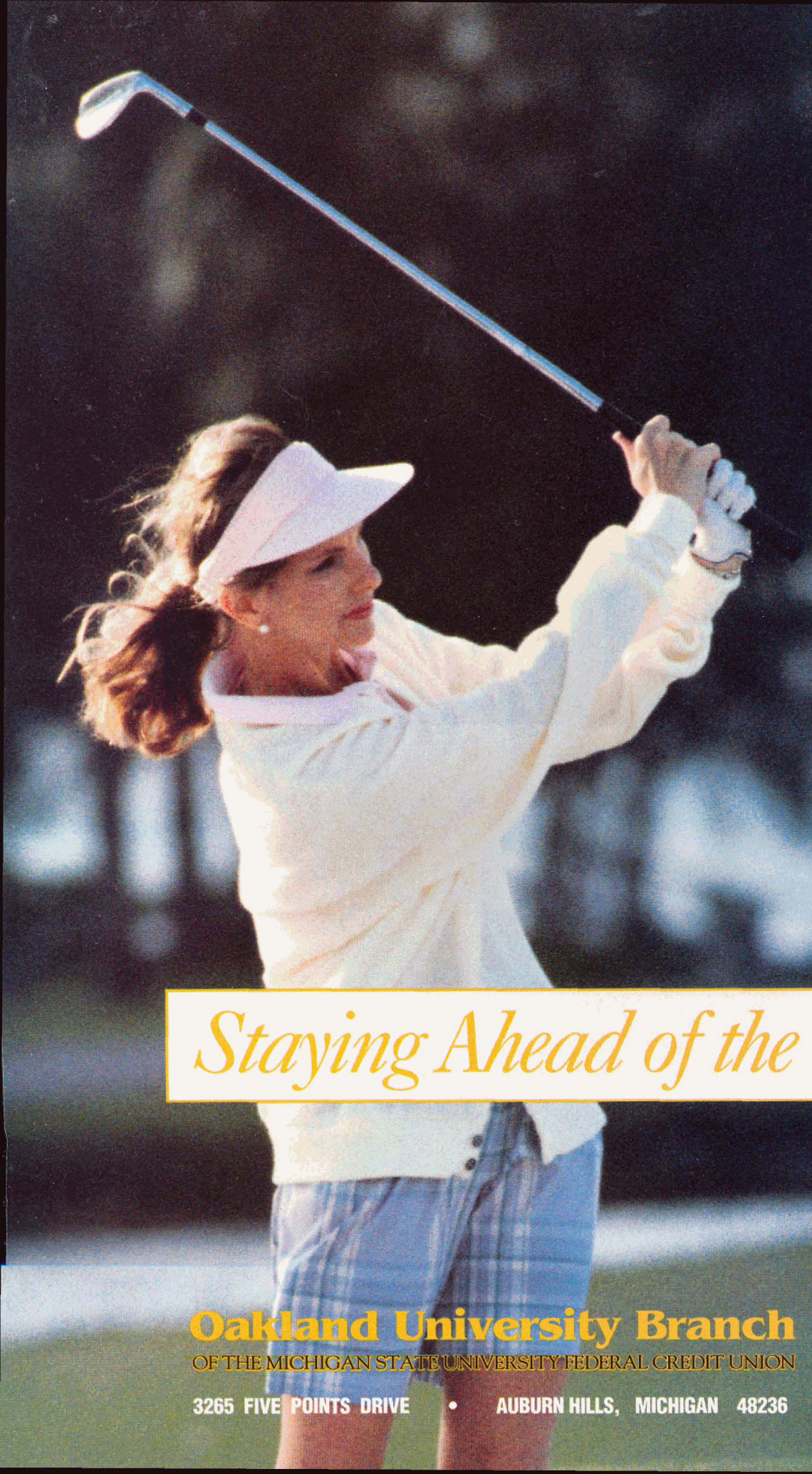
Technology and pioneering professors  
create the final frontier for delivering  
higher education



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**Also in this issue**

- HOME IMPROVEMENT
- SURVIVAL OF THE FITTEST





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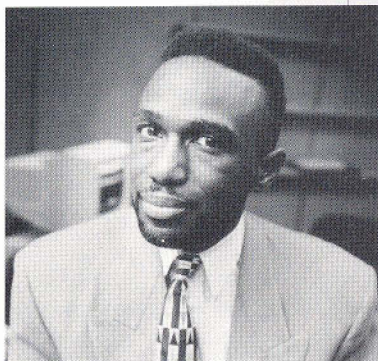
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OAKLAND UNIVERSITY MAGAZINE is published three times per year by Oakland University, with support from the Oakland University Alumni Association and The Oakland University Foundation. Reproduction without permission is prohibited. ISSN: 1054-6480. Issue No. 51.

Editorial and publishing offices are located at 119 North Foundation Hall, Oakland University, Rochester, MI 48309-4401. (810) 370-3184 Fax (810) 370-3182. E-mail: coutilish@oakland.edu

Oakland University is an equal opportunity and affirmative action institution.

**On the cover:** Carlo Coppola, professor of Hindi Urdu and Linguistics and Director, Center for International Programs, is pictured with his distance learning class via telephone lines and video monitors.



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# Oakland University

Winter 1996

MAGAZINE

OAKLAND UNIVERSITY

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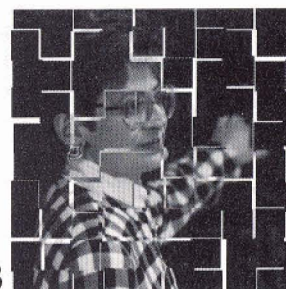
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# Ask the Professor



"I want students to critically evaluate and intellectually question what they read and are taught. Too many simply want to memorize what they think will be on the exam. To put it simply, I want students to think."

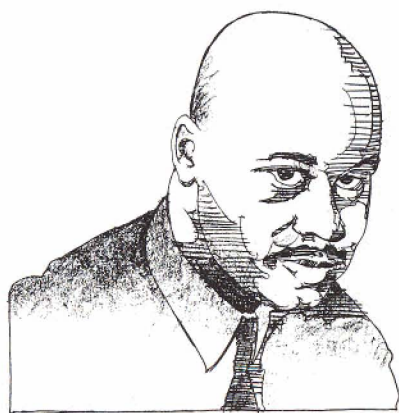
— **Ronald L. Tracy**  
Associate professor, Economics  
Ph.D., Indiana University



"Reaching and teaching all students and meeting the needs of individual students through knowledge, application, comprehension, analysis, synthesis and evaluation. Another challenge is to continue to learn and grow. I'm a perpetual learner and I want to be a role-model for students."

— **Carrie L. Owens**  
Special instructor, Human Development  
and Child Studies, Special Education  
M.A., Michigan State University

## What is your biggest challenge?



"Getting students to understand that computer technology knowledge is the most important emerging skill a student can obtain. Before coming to Oakland, I consulted with businesses regarding their MIS needs. These organizations realized that if their employees had acquired technology skills while they were in college, the need to hire me as a consultant would have been less urgent."

— **Dale K. Nesbary**  
Assistant professor, Political Science  
Ph.D., Northeastern University



"My biggest challenge as a professor is to maintain excellence in teaching and research, as well as being a performing artist and composer."

— **Lettie B. Alston**  
Assistant professor, Music,  
and adviser, music theory and  
composition  
D.M.A., University of Michigan



## Valko's Web

*When alumnus teams with university experts, he learns a lot about Web page design, and about himself*

You'd think you were talking to a computer science graduate the way Paul Valko '90 describes the process to create a Web home page.

Valko, who is an account manager for Electronic Data Systems, Auburn Hills, graduated with a general studies degree.

"I had no clue at first about Web page design," Valko says. "But I was curious."

That curiosity led him to read the directions in Oakland University's home page. He practiced how to make linkages, scan photos, transfer files, create directories, set up permissions as well as numerous other tasks.

He created a home page for himself, becoming the first

Oakland alumnus to do so.

"Many other universities confine users with menu systems and highly restricted accounts," he says. "Without OU's open system, none of what I have done would be possible."

In September, Valko began working on a home page for the city of Auburn Hills.

With university technical support and server space, he presented the Web page to the Auburn Hills City

Council in December. Council members voted 7-0 to officially approve his version.

The actual page design took about a month.

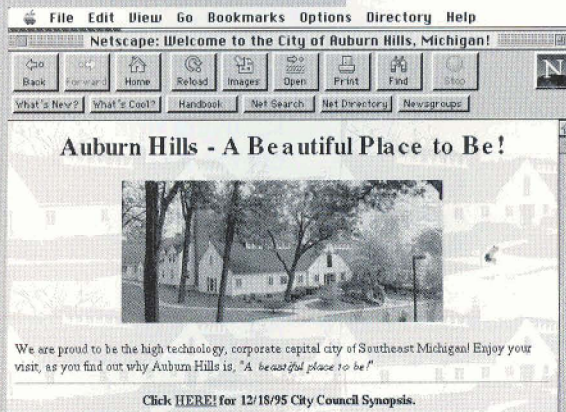
"EDS will update the home page," Valko says. "If the information is not fresh, it's like a 3-month old magazine in the dentist's office."



**CAUGHT IN A WEB:** Paul Valko '90 says he enjoys updating the Auburn Hills Web page, right, which he helped to create.

### Defining the Web

The World Wide Web is a way of literally "viewing" the information and resources that exist on the Internet, which encompasses hundreds of thousands of computers worldwide and vast amounts of information. The World Wide Web is a graphical representation of Internet resources which allows you to jump to any point in a presentation or view graphics, or listen to sounds or see movies as an integral part of the viewing experience.



## Engineering society continues streak

Tau Beta Pi National Engineering Society awarded a Project Award to its Oakland University chapter. The national society honors those chapters who provide service to their school, university and community.

The award gives OU's chapter the society's third

longest winning streak (at 10), behind the University of Maryland and the University of Michigan-Ann Arbor.

In recognition of its success, Tau Beta Pi awarded two \$500 scholarships to Oakland's School of Engineering and Computer Science.

## Student engineers shine at international auto show

Officials at the North American International Auto Show invited Oakland University's 36-member student branch of the Society

of Automotive Engineers to display its two award-winning supermileage cars at the annual show in January at Cobo Center, Detroit.

## Going global

Oakland University's Master of Engineering Management is being offered to 11 working engineers in Austria as part of an executive education program, sponsored by Oakland and the University of Technology in Vienna. OU's program coordinator is Naim Kheir, chair, Department of Electrical and Systems Engineering.





## University establishes institute

Oakland University established a Cumulative Trauma Research Institute to generate new knowledge and to improve treatment and reduce incidence of cumulative repetitive trauma disorders — considered the fastest growing job-related health problem in the country.

The institute was formed in cooperation with the Cumulative Trauma Research and Development Corporation, Waterford, Mich., a group of medical and engineering professionals with an extensive background dealing in the treatment and prevention of Carpal Tunnel Syndrome.

## Lobbying firm begins work

Oakland University has contracted with the newly formed governmental consulting firm Michigan Governmental Consulting Group Inc.

The firm includes partners Frank Cusmano, William Kandler and Gary Reed, each of whom has served as president and founder of their own government affairs consulting firms.

The group will lobby the government and key legislators on the university's behalf.

## Partnership provides joint venture

Oakland University's Center for Robotics and Advanced Automation has forged a partnership with the Malaysian Center for Robotics and Industrial Automation. Oakland and the Perak Foundation, the Malaysian center's chief sponsor, signed an agreement of understanding in early October. The arrangement provides development of joint ventures, technology transfer and commercialization.



**Susan Wood**

## Wood, Murphy earn teaching awards

Oakland University named Susan Wood and Brian Murphy winners of the 1995 Teaching Excellence Award.

Wood, associate professor, Art and Art History, is internationally known for her work in Roman portrait sculpture.

Murphy, an English professor and director of the Honors College, is respected among his university colleagues for his skills as a writer, scholar, actor, professor and voracious reader.



**Brian Murphy**

## Board grants 'distinguished professor' status

The Board of Trustees granted two Oakland University faculty members with "distinguished professor" status in December.

Karl D. Gregory, professor, Economics and Management, started at OU in 1968 and is active as an economic consultant. He served as trade negotiations adviser to two U.S. presidents and has won numerous awards for entrepreneurship.



**Karl Gregory**

Venkat N. Reddy, co-developer and director, Eye Research Institute and professor, Biomedical Sciences, has enjoyed an eminent 35-year research career devoted to studies of the eye and blinding eye diseases. He also joined the university in 1968.



**Venkat Reddy**



## ON THE MOVE: 10 things to tell your friends about Oakland University

- Oakland University was rated 23rd in academic reputation among the 122 top midwestern regional colleges and universities for 1996 by *U.S. News & World Report*. Magazine editors also ranked Oakland University third overall among the 122 best midwestern regional colleges and universities in faculty resources, which includes student-faculty ratios, number of faculty with doctorate degrees, salaries and class size.

- Innovative transfer programs between Oakland University and other educational institutions are easing the transition for successful students. Oakland has more than 60 articulation agreements with a growing number of schools both locally and internationally.

- Prospective students can apply on-line to any of Oakland's 71 undergraduate and 30 graduate programs. Useful information about Oakland University is available on the Internet (<http://www.acs.oakland.edu/>).

- Oakland's Oak Archive ([oak.oakland.edu](http://oak.oakland.edu)) is one of the most popular Internet sites in the world, offering more than 30,000 software packages that can be downloaded free of charge. More than 100,000 users access the computer host daily.

- Oakland serves as the hub of the Macomb-Oakland Regional Network that will eventually connect more than 370,000 students from the school districts and community colleges of Oakland and Macomb counties via the Internet.



## Faculty study the mysteries of migraines

Oakland University physics faculty and graduate students are collaborating with Henry Ford Hospital neurologists to establish the country's first Headache Research Center. The five-year, \$5-million grant from the National Institutes of Health will allow researchers to focus on the causes, mechanisms and consequences of migraine headaches.

- Construction is well under way on Oakland's Science and Engineering complex, scheduled for completion in early 1997. Oakland also plans to open a Recreation and Athletic Center by fall 1998.

- Oakland's new Michigan Center for Automotive Research (MICAR) has received its initial funding of \$150,000 from the Oakland University Foundation. The center offers specialized courses, interdisciplinary academic collaboration and a merger of applied learning, academic theory and research with a practical orientation. MICAR is overseen by the School of Engineering and Computer Science and staffed principally by automotive industry retirees. Executive director is George Dodd, a retired veteran of 31 years at General Motors.

- Oakland University is headquarters for the state-supported Michigan Quality Council, which will present statewide Michigan Quality Leadership Awards to organizations that exhibit a commitment to total quality. Council members represent business, industry, government and education.

- Technological advances are helping to broaden the educational opportunities Oakland can provide. More than half of Oakland's 13,600 students are using the university academic computing system, providing widespread access to people and resources worldwide.

- Oakland University's Wade H. McCree, Jr. Incentive Scholarship Program has grown to include a third school district. The newest McCree collaboration is with the Oak Park School

District. Last fall, 25 Oak Park High School freshmen were inducted at the university into the McCree Program. The program guarantees a full-tuition scholarship at Oakland for young students who fulfill a number of criteria, including a 3.00 GPA in college preparatory courses. The university offers the students academic enrichment, social activities and opportunities for personal growth both in high school and on campus throughout their high school careers. The Pontiac Public Schools McCree Program inducts 30 students each year, and the Detroit Public Schools Program inducts about 10 McCree scholars each year.





## Enrollment reaches unprecedented levels

Oakland University's fall enrollment soared to a school-record 13,600 students, a 3.3-percent increase over the previous year.

Undergraduate (3.6 percent) and graduate (12.2 percent) growth exceeded university projections, as well as credit hours. The achievement was fueled by sharp increases in first-time, full-time students and creative off-campus programs, such as Distance Learning.

Over the past five years, enrollment has swelled by about 10 percent at the university.

"It is clear that we're in a growth mode," Interim President Gary Russi says. "We're beginning to see the results of all the hard work and effort that has gone into our academic initiatives. We're entering a selective growth period, adding programs and state-of-the-art facilities to meet market demand."

## Graduate earns top honor

Linda Addy '93, B.S.N., M.S.N., R.N., earned the Distinguished Alumni Award at the 7th annual Nightingale Awards for Nursing.

Addy is a clinical nurse specialist in the cardiovascular, peripheral vascular and thoracic surgery unit at William Beaumont Hospital, Royal Oak. She is active in patient care, education and research and serves as a staff consultant to patients and families in planning care and problem solving.

The Nightingale Awards are presented annually to top nurse practitioners in Michigan. The awards are co-sponsored by Oakland's School of Nursing and its Board of Visitors.

## Getting technical

To support increased student enrollment and improve administrative services, Oakland University will install new administrative computing systems technology.

The move is part of a campuswide effort to make getting information easier than the current mainframe system, both for students and employees. The new systems will create sweeping changes in Oakland's operating procedures and organizational structure, according to Jean Wersching, director, Administrative Information Systems.

## Lougheed cited for women's leadership

Oakland University honored Jacqueline Lougheed as the 1995 recipient of the Phyllis Googasian Award. OU cited Lougheed for her support in the advancement and growth of women.

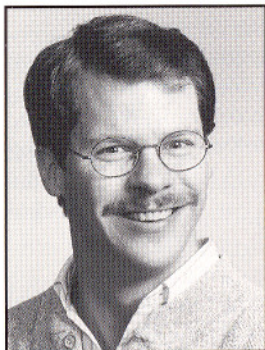
Lougheed, professor, Department of Curriculum, Instruction and Leadership, received the award at the American Council on Education-National Identification Program annual luncheon.

The annual award — established at Oakland to honor former trustee member Phyllis Googasian — recognizes exceptional leadership qualities and service to other women.

## Partners in energy conservation

Oakland University and Energy Conversion Devices Inc. (ECD), a Troy, Mich. high-tech research firm, have formed a partnership under the name of the Institute for Amorphous and Disordered Materials.

The partnership will explore scholarly collaboration in the areas of material sciences, advanced materials and technology and the environmental consequences of their introduction and general use. One of the firm's major projects is the manufacturing of batteries for the automotive industry's new electronic vehicles. A public lecture series was launched in January featuring former General Motors Chairman Robert Stempel, newly named chair of the board and executive director of ECD.



## A question for...

**Name:** Jeff Manhire '84, '92

**Age:** 33

**Occupation:** Engineer, Automotive Industries Division, Lear Seating, Auburn Hills, Michigan

**Education:** B.A. in English Literature and B.S. in Mechanical Engineering

**Hobbies:** Cycling, Japanese culture

**What is your outlook on life?:** "Knowing two languages creates more interesting job opportunities and a new perspective in life. If you can speak another language fluently, it also opens a wealth of social and professional connections."

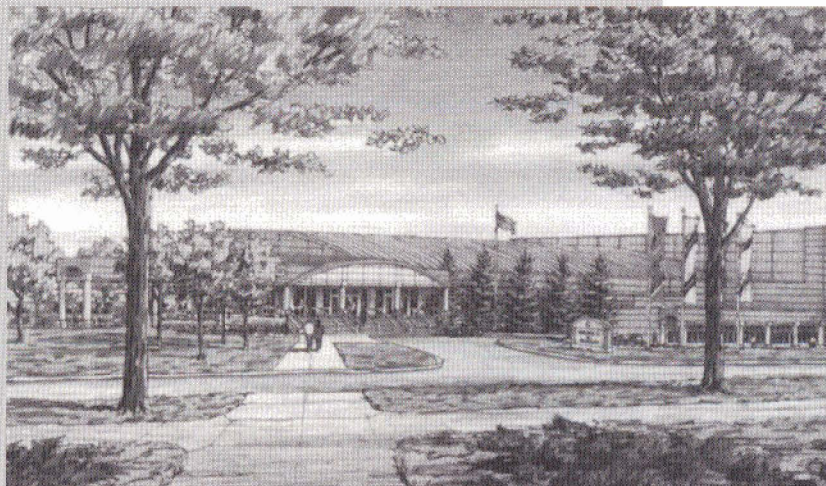


## Game plan

Ground breaking begins this fall for Oakland University's new state-of-the-art Recreation and Athletic Center, following the Board of Trustees' approval of final architectural plans.

"The center will be one of the top recreational facilities in the Midwest," says David Herman, assistant vice president, Student Affairs, and dean of Students.

The 250,000-square-foot facility will have something for everyone — Oakland's championship Pioneer intercollegiate sports program, as well as fitness and recreational facilities. The centerpiece will be a 3,000-seat indoor arena for intercollegiate



athletics, convocations, graduations and other special events. Expected to be open in fall 1998, the three-story, \$28-million center will offer a high-fidelity sound system throughout, a new card access system, sun decks, classroom/meeting rooms,

open gym and fitness programs, family nights, children's programs and swimming lessons, along with many other expanded athletic and recreational programs.

## OU Birmingham Center

Oakland University Center-Birmingham opened its doors in Groves High School. The new extension site offers the only fully accredited Master of Business Administration program located in Oakland County. Oakland is one of 112 universities nationwide and only three Michigan schools to have American Assembly of Collegiate Schools of Business (AACSB) accreditation of both the School of Business Administration and its Accounting program.

## Refining charter school options

Oakland University is taking a "thoughtful approach" to the "serious endeavor" of chartering public school academies. Mary Otto, dean, School of Education and Human Services, is chairing Oakland's Public School Academy Application Review Committee.

## Quite an honor

The Athletic Department celebrated 31 years of intercollegiate athletics at the annual Hall of Honor banquet February 17 in Meadow Brook Hall.

Hall members inducted former basketball star Debbie Delie Stephan and swimming and diving standout Nikki Kelsey. An additional honoree was Dewayne Jones, former women's basketball coach, as well as community members Ken Mittlebrun and Rebecca Girard for their contributions to Oakland's athletic programs. The George Wibby Award was presented to Joyce Sowter, former Athletic Department secretary.



Basketball star Debbie Delie Stephan



## Faculty support OU

The memory of the late Ward V. Barnes will be celebrated for years to come. A bequest agreement between Professor Carl F. Barnes Jr. and his wife Anna, magna cum laude '64, and



Anna and Carl Barnes

the Oakland University Foundation will provide an endowment of \$250,000 to the Department of Art and Art History upon the death of the surviving spouse.

The endowment will provide future generations of OU art history

majors with the opportunity to do important research on-site or buy special equipment or journals. Ward V. Barnes, the younger brother of Carl, was afflicted with cerebral palsy at birth and was barely able to write. Despite the limitations, Ward earned a bachelor of arts degree at Virginia Commonwealth University.

"Ward was killed in 1976 while working as a bank messenger when his small bank car was struck by a drunken driver who passed a truck on a curve and hit Ward's car head on, crushing the small car and him," Barnes says. "The intention of this

endowment is to let Ward's name live on even for people who never knew him personally. If you think about it, people live on through their children or through their writing. Ward had neither, and something needed to be done so that awareness of him does not die out totally."

Under endowment terms, a committee of faculty of the Department of Art and Art History will choose a deserving student or students each year. Funds will come from the endowment income and the winners will be honored as Ward V. Barnes Scholars.

"It's important that art historians be able to travel to see original works of art and not depend solely on slides or books," Barnes says.

Students of music and those who have enjoyed concerts at Oakland University and abroad know the works and talents of Stanley W.

Hollingsworth, Oakland professor emeritus of music and Fellow of the American Academy of Roma.

Hollingsworth, pianist and composer-in-residence at Oakland, is well-known for his concertos for the Detroit Symphony Orchestra, ballets for the bell tower dedication of the Washington Cathedral and various operas in the

United States and Europe.

Today, Hollingsworth's love of music lives on with a fund he established to further the development of gifted student musicians at Oakland.

"There are times when just the classroom won't do," says Hollingsworth, who taught music composition, counterpoint, theory, arranging and orchestration at Oakland for more than 18 years. "For a student of music struggling to meet tuition, a timely trip to Vienna or the opportunity to perform with professionals can make a world of

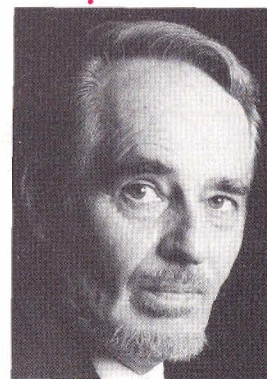
difference in their development. It opens their eyes to the possibilities."

The fund will also provide full- or part-time

Oakland

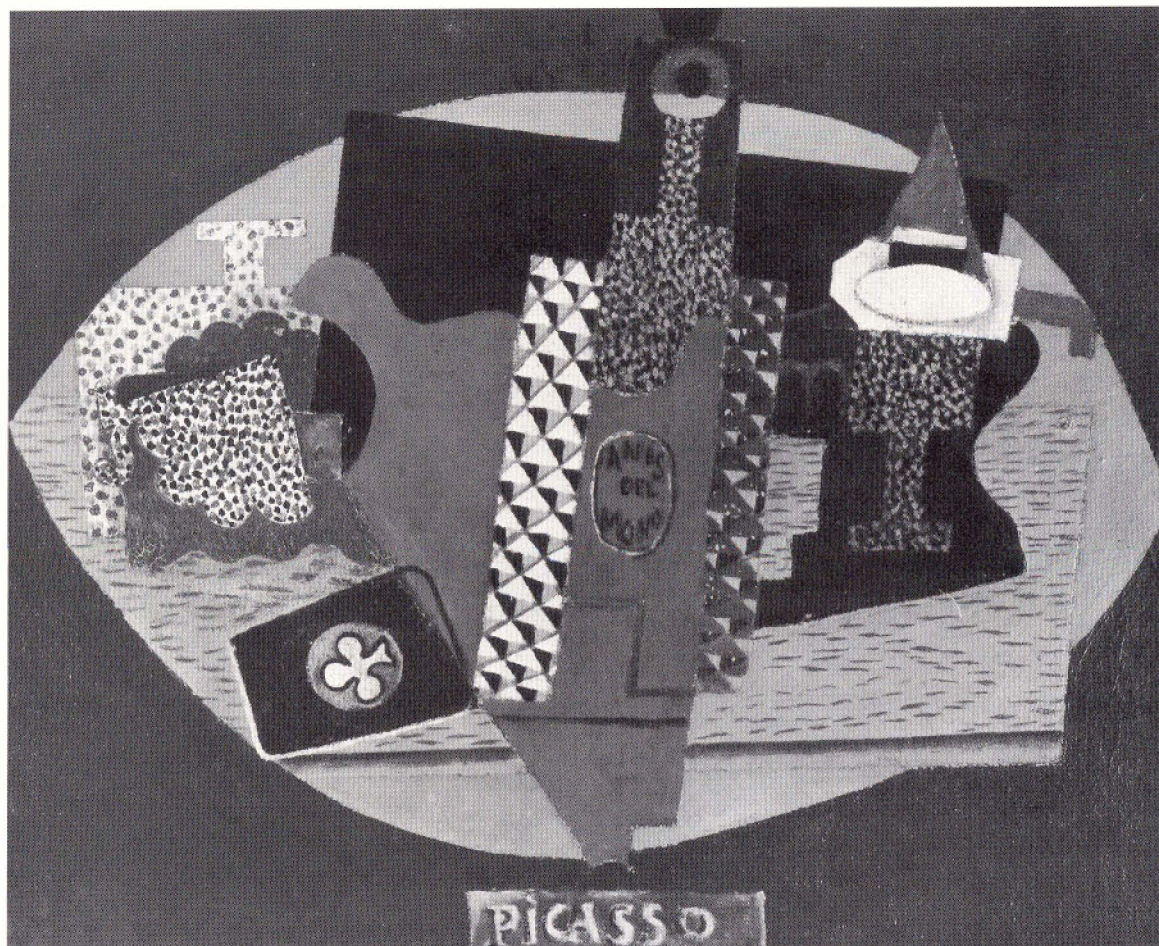
students of music support for special musical studies and projects.

"I wish to further the development of gifted musicians who are dedicated, well directed and who give indication of making a strong contribution to the community, particularly in the area of music education," he says.



Stanley Hollingsworth





Pablo Picasso, born in Spain, Bottle of Anis del Mono, 1915; oil on canvas. Collection of the Detroit Institute of Arts Founders Society, bequest of Robert H. Tannahill.

## Draw your own conclusions

*Picasso Exhibit showcases work from one of the most influential abstract artists of the century*

When Pablo Picasso strode into the Barcelona Academy of Fine Arts at age 14 as an advanced drawing student, he knew something was different.

He soon discovered his tastes were, say, off center.

Picasso's propensity to experiment with nearly all of the avant-garde drawing styles around the turn of the century gave an early demonstration of what became a lifelong ability to assimilate aesthetic ideas and to work in a variety of styles.

Considered one of the greatest and most influential artists of the 20th century, Picasso's work will be on exhibit at Oakland University's Meadow Brook Art Gallery March 23-31 through the generous support of

Grissim/Metz Associates Landscape Architects in Farmington Hills, Mich.

Picasso's masterwork, *Bottle of Anis del Mono*, will be the primary focus of the exhibit. The painting is an abstracted still life completed in Paris in 1915, after his famous cubism period. Common items that might be found on the tabletops of Paris cafes are recognizable.

Picasso was drawn to Paris for its artistic environment and advanced artistry, spending the majority of his adult life there. For 80 of his 91 years, he devoted himself to artistic production that contributed significantly to the development of modern art in the 20th century.

This exhibition was organized by the The Detroit

Institute of Arts (DIA) with support from the city of Detroit, the state of Michigan and the Detroit Institute of Arts Founders Society.

The exhibit will be open to the public 2 p.m.- 7:30 p.m. Saturdays, 1 p.m. - 8 p.m. Sundays and 10 a.m. to 5 p.m. and 7 p.m.-9 p.m. Tuesday through Friday. Admission is free.

Concurrently with the Picasso Exhibit, the art gallery will be displaying an exhibition by sculptor Joseph Wesner. The exhibition, *Joseph Wesner: At Mid-Career*, represents his career over the last 18 years. A Birmingham, Mich., artist, he currently serves as chair of the Sculpture Department at the Center for Creative Studies in Detroit. In 1996, he will have

the honor of representing the United States as a sculptor in the exhibition, *Conditions of Liberty*, which will originate in Oslo, Norway, and tour worldwide.

In conjunction with an exhibit viewing and gallery tour, a luncheon at Meadow Brook Hall will be held at noon March 26. Wesner's exhibition will be on display as well. Advance reservations are required by March 19 by calling (810) 370-3005. Admission is \$20.

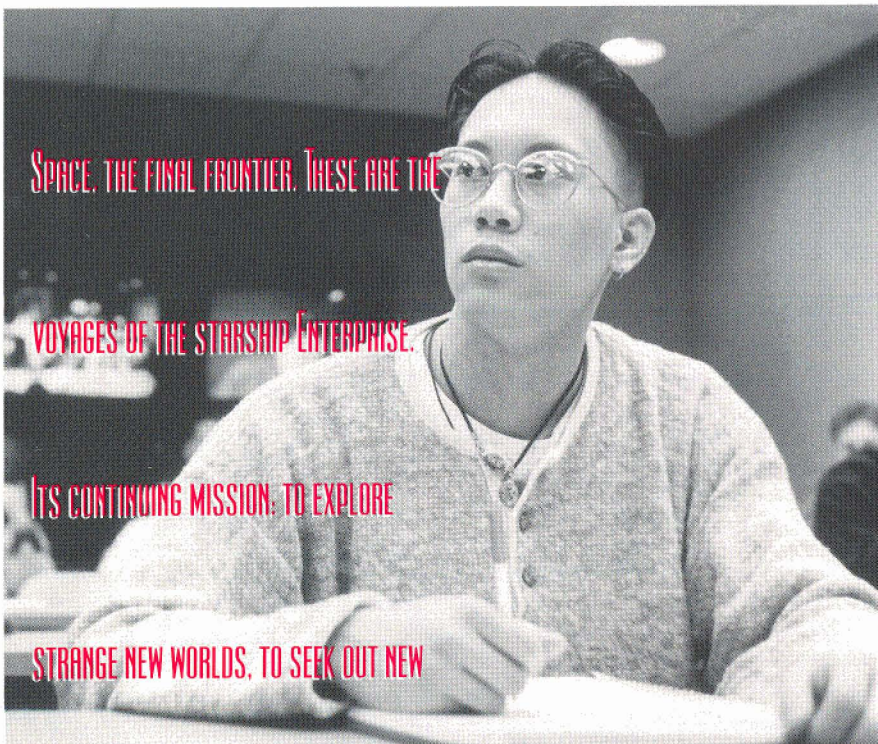
Carl F. Barnes Jr., professor, Art and Art History, will lead a discussion of Picasso's life and work at 1:30 p.m. March 28. In addition, Wesner will discuss his exhibition. Advance reservations are required by March 27.



# GOING THE DISTANCE

By KENNETH COLE

TECHNOLOGY AND PIONEERING PROFESSORS  
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SPACE, THE FINAL FRONTIER. THESE ARE THE

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LIFE AND NEW CIVILIZATIONS, TO BOLDLY GO

WHERE NO ONE HAS GONE BEFORE.

— FROM STAR TREK

Growing interest in distance education has led colleges to boldly go where no higher educational enterprise has gone before.

Welcome, academia, to the Techie side of higher education in the 1990s.

Nationally, academic institutions are beaming with interest to collaborate on efforts to offer more courses on television or through computer networks. One-third of the country's postsecondary institutions, in fact, now use electronic technology, including some sort of distance learning, according to a survey of more than 400 colleges and universities by the American Council on Education, Washington, D.C.

In Michigan, Oakland University joined the handful of the state's 15 public universities with such capacity in fall 1995. In doing so, Oakland offers two distance learning courses in what's commonly referred to as two-way audio classrooms.

Communications Professor Sharon Howell bridges the 250-mile span between Oakland's sprawling 13,600-student campus in Rochester and Northwestern Michigan College University Center in Traverse City with a Communications Theory course. Language Professor Carlo Coppola also uses the system to teach an international studies class on India.

Roughly 60 students are enrolled in the two classes — 11



hear Howell and Coppola's lectures from classrooms at Northwestern, which is currently the only school Oakland links with for its distance learning program.

"Distance learning expands your capability for bringing in other forms of communication," Howell says. "You're farther away from your immediate classroom, and your movement as an instructor is limited. But the pluses, by far, outweigh the negatives."

One plus, Howell says, occurred last fall when students exchanged ideas about the controversial O.J. Simpson verdict and the Million Man March over the system.

"These were students who live in or near Traverse City, a largely homogeneous community," Howell says. "The only African-Americans they were likely to come in contact with were those in my class. Even though our discussions were mediated through a TV screen, it was a valuable part of their learning experience because that's what college is about — exchanging ideas."

## HOW DISTANCE EDUCATION WORKS

At Oakland, Howell uses a television, VCR, two high-powered microphones and a sophisticated video system, composed of even more sophisticated technical names. Take the inverse multiplexer, or IMUX, for example. It's the device that makes the connection, via telephone lines, between Oakland University and Northwestern. Then add the CODEC, a box that constricts the video and audio signals, allowing them to travel over the telephone lines.

Special fluorescent lights — set in fixtures that resemble egg cartons — illuminate the rooms, while simultaneously reducing the glare on the TV monitors.

Recording the lecture enhances the experience.

"Let's say there's a snowstorm in Traverse City and students can't make it to class," says George Preisinger, manager, OU's Instructional Technology Center. "The way our program is set up, we could send them a copy of the

lecture, and it would be just like they had never missed a day."

Preisinger says Northwestern's classroom was similarly outfitted to make the connection possible. Each institution, however, pays its own equipment costs.

## COSTS

Oakland's one distance learning classroom in 214 O'Dowd Hall cost



PROFESSOR SHEA HOWELL BRIDGES THE 250-MILE SPAN BETWEEN OAKLAND UNIVERSITY AND NORTHWESTERN MICHIGAN COLLEGE UNIVERSITY CENTER IN TRAVERSE CITY THROUGH A COMMUNICATIONS THEORY CLASS.

\$100,000 to create. Oakland plans to convert at least one more classroom into a permanent distance learning hub. It also hopes to have a mobile unit, which will cost about \$70,000, Preisinger says.

Construction of the next permanent classroom is a year away. But the mobile unit could be operational by fall, thanks largely to TCI Cable, which gave Oakland a grant for up to \$41,000.

Preisinger is especially excited about the mobile unit. He says it would strengthen Oakland's robust presence in its surrounding community, enabling it to connect specialty teachers at neighboring high schools and

elected officials throughout Oakland County and the state.

"The potential is limitless," he says. "We just have to identify a need and an audience."

## THE CHALLENGES

Eileen Bantel, executive director, OU's chapter of the American Association of University Professors, says faculty are excited about the system, but also wary.

She raises issues that have yet to be resolved.

"One concern the faculty union has is what this could potentially do to our workloads," she says. "It could increase the number of papers we grade and the number of students we teach without any corresponding increase in pay. Will the university have the power to sell lecture tapes? Could it lead to a reduction in the number of faculty needed? I'm confident all these things will be worked out eventually, but because it's so new it's all in a state of flux."

"We understand we've got to do this. We've got to come into the modern world."





"EVEN THOUGH OUR DISCUSSIONS  
WERE MEDIATED THROUGH A TV  
SCREEN, IT WAS A VALUABLE PART  
OF THEIR LEARNING  
EXPERIENCE BECAUSE THAT'S WHAT  
COLLEGE IS ABOUT —  
EXCHANGING IDEAS."

— SHARON HOWELL  
COMMUNICATIONS PROFESSOR

## ~~THE HISTORY~~

Need and audience precipitated the invention of distance learning technology roughly two decades ago and have spurred its explosion the last five years.

Jim Votruba, professor, Educational Administration, Michigan State University, tracks the growth in such classes to a concurrent increase in nontraditional students seeking advanced degrees.

"Historically, people used to go back to college in some continuing learning program just to fill their time," Votruba says. "But today it's a necessity for maintaining employment, remaining competitive in the work place and shifting jobs. Whereas people once would work for one company 30 to 35 years and then retire, they'll now change jobs about six times in their lifetime. They have families, homes and other obligations and just can't pick up and move from, say, the UP to a school in the lower peninsula that has expertise in their area. They are people who, because of their adult responsibilities, have to remain where they are. But distance learning allows universities to take their campuses to the people. It takes time or geographic location out of the equation and enables us to redefine access."

## ~~POTENTIAL FOR LOWER COSTS~~

Bill Connellan, OU's acting vice president, Academic Administration, says Oakland should see a return on its investment in two years. He acknowledges the distance learning classroom has the potential to save the university money over time by allowing it to enroll more students, and suppress tuition

hikes for all students. It could enable universities to share professors, as well.

Glenn Stevens, executive director, Presidents Council, a clearinghouse agency in Lansing that lobbies the state Legislature on behalf of Michigan's 15 public universities, says Oakland and other schools with distance learning programs should move with caution.

"This system allows us to do more for the consumers of higher education," Stevens says. "But there are some lessons beyond the classroom to be learned while in college. The whole exchange of ideas on campus is part of a student's developmental process, and we have to be careful not to look at this as an either-or proposition."

For now, Connellan says Howell and Coppola will travel to Northwestern Michigan at least once per semester and teach their respective courses from Traverse City.

"That will likely increase in the future," he says, adding that all Oakland faculty interested in teaching a class via the two-way audio classroom must first receive extensive training on how to use the equipment.

## ~~MYRIAD OF USES~~

No longer are universities' discussion of access limited to tuition costs. Now, a whole set of more fundamental questions are being asked, like access for whom, access to what, access how and access where. Technology has opened a whole new world.

How universities answer those questions will vary, as will the type of distance learning program they ultimately employ on their campuses.

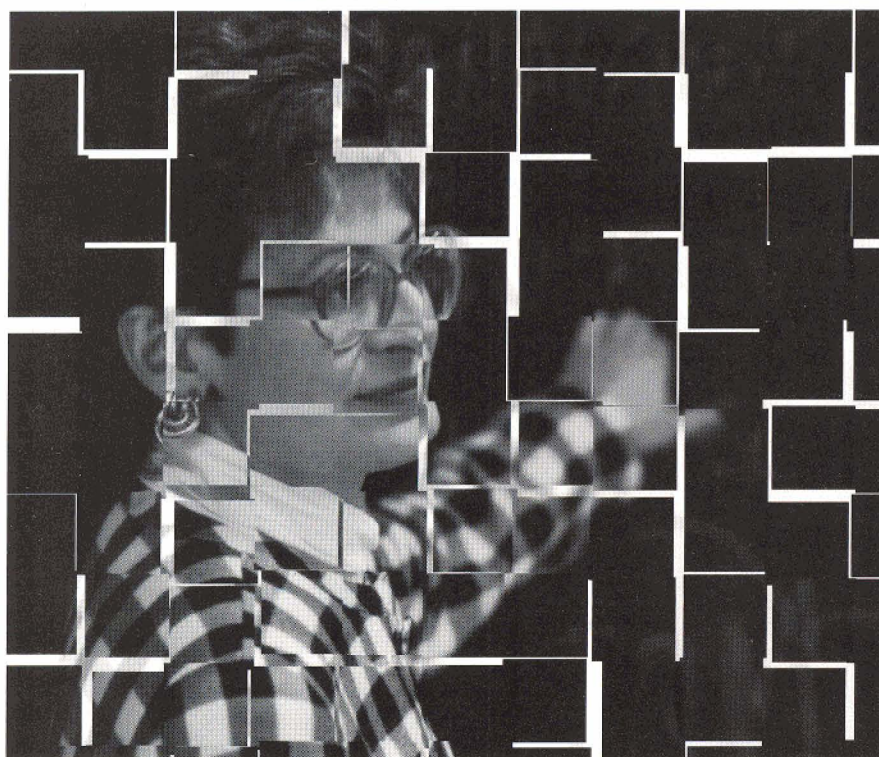
Connellan says university administrators need to determine the direction they want to steer its distance learning program.

"We're in the beginning stages," Connellan says. "Clearly, it's going to grow because the technology has arrived. It's an exciting time to be involved with higher education. We're all learning about new frontiers — students, faculty and administrators — so our students will be ready for tomorrow's challenges."



# Home Improvement

By Edith Assaff



**At Oakland University,  
accountability begins at home**

**B**usiness leaders often say efficient organizations do things right and effective organizations do the right things. Higher education traditionally has not been the model of efficiency, and currently its effectiveness is being challenged as well: the public is expressing increased concern about the efficient use of public funds and the effectiveness and relevance of curricula, according to a recent study by faculty from Harvard, Stanford, Columbia and the University of California at Berkeley.

"Because higher education is pluralistic, the most crucial place for the exercise of accountability is within each institution of higher learning," the study reads. "Strengthening accountability is a task that begins at home."

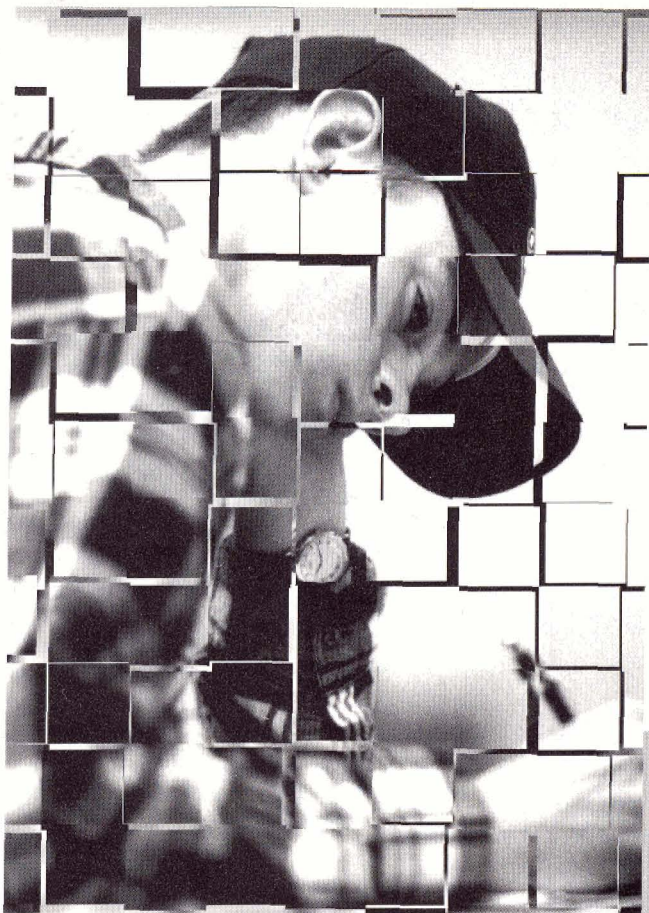
The result is a national push for improvement that has led many universities to examine their own internal accountability processes with a goal of improving operations and practice.

Higher education may have more external accountability than it needs, whereas many institutions have inadequate systems of internal accountability, researchers conclude.

At Oakland, accountability and improvement is the business at hand.

"We are committed to demonstrating we are doing what we say we are doing," Interim President Gary Russi says. "We are in a process of self-assessment and renewal, continuously looking for the





Russi gives verve to the plan by "pulling it off the paper" and into daily university life. Each strategy becomes a series of tactics with success indicators. In January, for example, OU reported 140 such indicators of individual activities that indicate success in implementing the plan.

By keeping their "eye on the ball," OU colleagues plan programs that reflect university goals. Using institutional goals for both planning and assessment is a process recommended by educational evaluation experts nationwide. "Determining organization-

al needs is a prerequisite if the evaluation process is to be relevant to the organization's mission," says James Stronge, coordinator, Educational Administration Program, The College of William and Mary. "By translating goals into operational terms, we can connect lofty purposes with frontline people."

Oakland's frontline people are connecting with the strategic plan throughout the university by the three-step process of linking strategies to tactics and tactics to success indicators. An important strategy, for example is to "promote the recruitment, retention, and success of students." One tactic for implementing this strategy is to "promote increased informal interaction among faculty and students." A success indicator for this tactic was the initiation of the Faculty-Student Conversation

best ways to use minimum resources for maximum output. We are stewards of state money and we should use it as efficiently as we can."

## Linking vision to strategy

Foremost among OU's accomplishments last year was final approval of the Strategic Plan, the university's 10-year template for decision making. The plan culminates two years of extensive work by nearly 170 faculty members, staff, students, alumni, trustees and community members.

"The plan affirms our commitment to students as our first priority and undergraduate education as central to our mission," Russi says. "Our move toward a more student-centered environment and our emphasis on self-assessment and quality improvements will continue to be among our most important activities for 1996."

## Curriculum and community

A large part of Oakland's success in quality improvement is because of the insight and foresight of the community. Whether serving on advisory boards for various academic units or partnering with the university in research or teaching, community members have had a direct impact on keeping Oakland's curriculum current.

"The time for developing curriculum by ourselves is gone," says Justine Spear, dean, School of Nursing. "The nursing profession is changing so rapidly that we haven't got time to spend three years in curriculum design." A curriculum revision committee for the School of Nursing used focus groups of health care providers, consumers and students to determine what skills and knowledge nurses need to have in the future.

Michael Polis, dean, School of Engineering and Computer Science, says the M.S. in Engineering Management degree also has its roots in the community. "Many management-level positions are faced with

decisions that relate to technology," he says. "This degree offers a marriage of technical/engineering content with a strong management focus."

The university's new Michigan Center for Automotive Research began as the brainchild of William L. Kath '63, a member of Oakland's first graduating class and of the School of Engineering and Computer Science Advisory Board.

Oakland's latest brainchild, a cumulative trauma research institute, was solely instigated by the community, according to Ron Olson, dean, School of Health Sciences. Oakland was approached by the corporate community to build a partnership for providing a research forum for cumulative trauma. Area companies, along with several Oakland academic units, will be partners in research on conditions such as carpal tunnel syndrome, Olson says.

Eric Follo, chair, Department of Curriculum, Instruction and Leadership, has begun a "collegial partnering" with area schools in which Oakland's undergraduate education courses are actually taught in the schools themselves. "This gives our students a firsthand view of what schools are all about," he says. "It's an enriching experience for them."



Program which provides free meal vouchers to Oakland faculty and staff for use in treating students to lunch. "Studies show that the most frequent reason for students dropping out of college is not academic failure or financial problems but the feeling that they don't fit in," says Beth Talbert, director, New Student Programs. "Sharing a cup of coffee and a conversation helps validate for students that their thoughts are valued — it helps them feel connected to the university, which promotes retention."

## Taking on assessment

The university has completed its first year of implementing a formalized assessment plan to evaluate every academic major and program in order to answer such questions as, "are we teaching the right things and are we teaching them well?"

The plan calls for each academic unit to specify goals that reflect university goals and, in turn, indicate how it will operationalize the goals and how it will measure its own progress, says Brian Goslin, director, Exercise Sciences and head of the Assessment Committee that developed, with faculty, Oakland's assessment plan. "We ask them, 'What are you trying to accomplish?'" Goslin says. "After they implement their assessments, we ask, 'What did you discover and what are you doing about it?'"

Reports were completed last October, and Goslin says he is pleased with the effort. Some examples:

- The Department of Information Sciences in the School of Business Administration assessed its undergraduate program in Management Information Systems (MIS) by evaluating industry requirements. From the feedback received, the department

has altered classes and begun introducing faculty to the new technology on new technology.

- The Department of Curriculum, Instruction and Leadership in the School of Education and Human Services sent a questionnaire to intern-ing elementary education seniors. Through a checklist of content and skill areas, students said they felt a need for more intensive preparation in such areas as classroom management and music. As a result, the department has begun working with the Department of Music, Theatre and Dance to enrich the curriculum.

## Evaluating the process

Oakland's assessment process is not only an important tool for improving teaching and learning but also for keeping the institution focused on its mission.

"Evaluation can be seen as a process of asking good questions, answering them and then using the answers to make changes," says James Sanders of the

## Respect the pupil

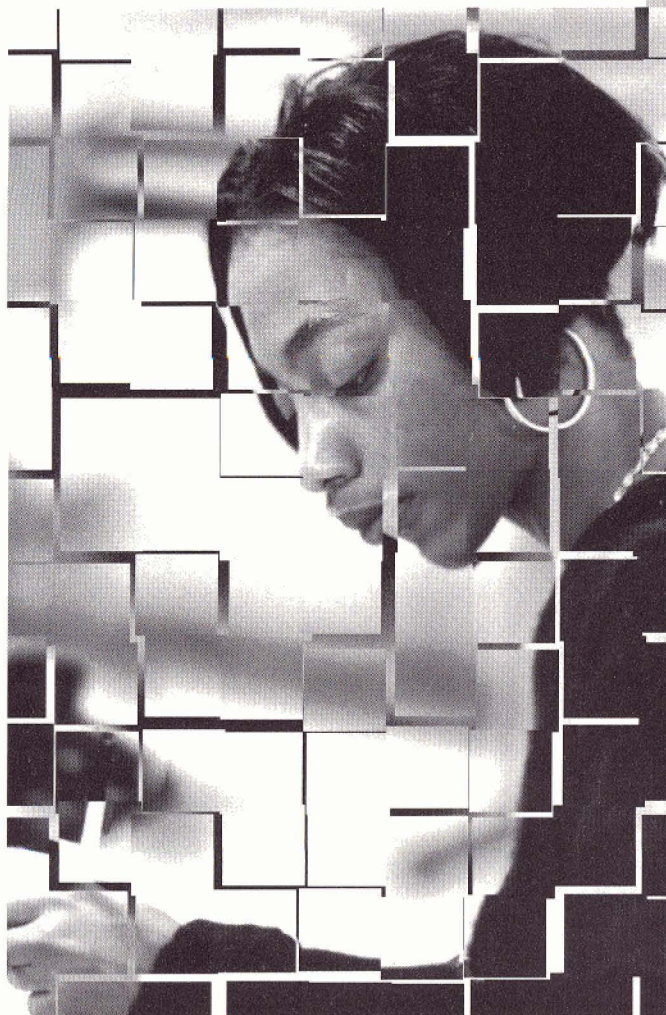
Quality improvement efforts, such as the ones at Oakland, are becoming more evident in higher education in response to the demand for accountability. The American Association of State Colleges and Universities in its September 1995 Report of the States, reports, "The language and methods of Total Quality Management applied to higher education combined many issues of assessment and accountability. It was not surprising that a cross-fertilization of ideas and techniques occurred between the two fields."

Although the customer orientation of continuous quality improvement has made inroads in industry and even medicine, the notion of students as customers is still tentative on many campuses. At Western New England College, for example, a careful distinction is made between "customers" and "clients."

"We do not serve customers," says Christopher Oberg, the college's vice president for Business and Finance, "Customers are always right, clients are not."

Ken York, chair, OU's Department of Management and Marketing, sees a valid distinction. "The medical model works better than the industrial model for higher education," he says. "Retailers find out what people want and give it to them. Universities are in the position of telling people what's good for them. We say, 'I know you don't want to take that second math class, but it's good for you.' We look out for their future welfare."

Although it may seem a novel idea in higher education, the concept of treating students with the respect due a valued customer is not new — over a 100 years ago, Ralph Waldo Emerson proclaimed that "the secret of education lies in respecting the pupil."



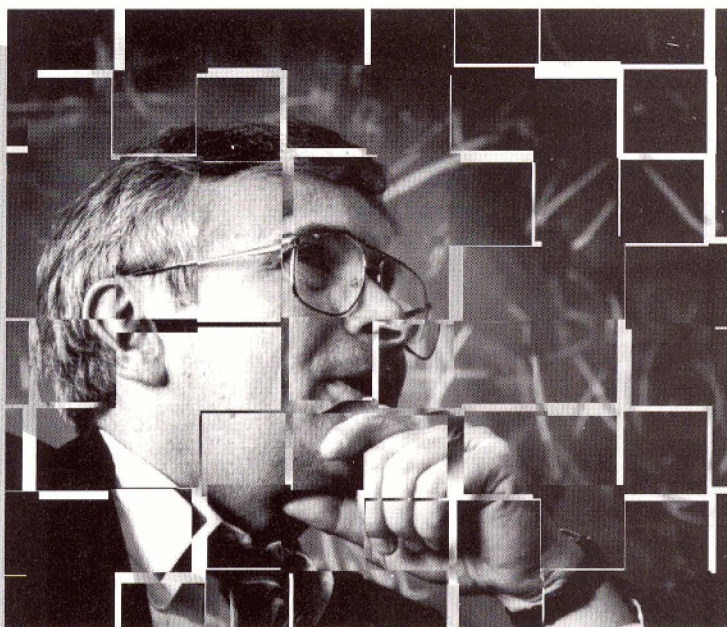


## 'Just teaching'

A frequent complaint about higher education is that universities have lost touch with their primary reason for being — the education of students. "The nation's universities appear to live by an unconscious educational rule of thumb that their function is to weed out, not to cultivate, students for whom they have accepted responsibility," says a report of the Wingspread Group on Higher Education. "The sad fact is that campuses spend far more time and money establishing the credentials of applicants than they do assessing the knowledge, skills and competencies of their graduates."

The Mellon Foundation-funded study, *Accountability of Colleges and Universities*, also concluded that "most colleges and universities need to pay greater attention to teaching and learning." The study found that increasingly the university professors' time is spent on activities related to the profession, not to the institution. "In the standard vocabulary of campuses, teaching was a 'load,' research, an 'opportunity.' Professors define their 'work' not as their teaching or their institutional service but rather as their research, as in 'When can I get back to my work?'"

At Oakland, this compartmentalization of teaching and research is less common and the critical interconnections between the two realms more apparent. Small classes taught by doctoral-level faculty and opportunities for undergraduates to participate in faculty research are the standard, not the exception. Even institutions that make teaching a priority have difficulty matching Oakland's record. The University of Wisconsin, for example, considers "faculty share of undergraduate instruction" as a key indicator to measure the performance of the system, yet less than 70 percent of undergraduate instruction at Wisconsin is delivered by faculty, compared with 98 percent at Oakland.



National Center for Research on Educational Accountability and Teacher Evaluation at Western Michigan University. "Good evaluation allows new ideas about change to surface. It is a way to catch gradual changes that occur unknowingly and without reason. Changes based on evaluation occur knowingly and with justification."

Several such changes are occurring at Oakland as a result of continuous quality improvement efforts.

Willard Kendall, assistant vice president, Employee Relations, serves on Oakland's Quality Improvement Council, which facilitates a cross-functional team culture at the university. Currently, OU has formed six quality improvement teams to redesign or improve such processes as hiring procedures and student billing. For Kendall, quality improvement is a way of doing business. He sees everyone as his customers.

Paul Bissonnette, vice president, Finance and Administration, was one of the early proponents of continuous quality improvement on campus. "We want to make the administrative burden of going to a university as minimal as possible," he says.

Laurel Strong, manager, Student Accounts, and other staff members in Financial Aid, Academic Skills, Graduate Studies and Public Safety developed a

quality initiative called the Customer Service Excellence Team with a goal of improving staff services to all customers throughout the university. Team members hope to offer monthly seminars on customer satisfaction. "Nobody has the time to invent these programs," Strong says, "but they will use them if they are made easily available."

Russi agrees.

"This is what we hoped would happen," he says. "We want a groundswell — individual employees taking the initiative, looking for ways to improve service and efficiency."

Improving administrative services at all levels can actually impact student learning, according to the National Center on Postsecondary Teaching, Learning, and Assessment at Pennsylvania State University. Organizational structures, policies and practices are inherently part of a student's collegiate experience and are an important source of influence that can either facilitate or impede student learning. Oakland's across-the-board improvement efforts embrace both the administrative and academic sides of the house to create a supportive learning environment.

## The time is now

John Tower, acting dean, School of Business Administration (SBA), says the time is right for Oakland's quality improvements. "We have an administration that is supportive of quality improvement," Tower says. "We have leadership that says things are possible." The SBA, which has offered a quality improvement course since 1991, is the first OU academic unit to initiate its own Continuous Quality Council. The school's quality improvement teams will address everything from the graduate admissions application process to construction of



Web pages. The school has also initiated improvements for student retention such as faculty mentoring of business majors from the beginning of their college experience.

## Bucking the national trend

Oakland's efforts to improve student recruitment, retention and placement have produced big dividends. Fall enrollment rose 3.3 percent to an all-time high of 13,600 students at a time of national decline in student enrollment. Ninety-two percent of Oakland's 1993-94 graduates were employed within three months after graduation. Retention of minority scholarship recipients reached 80 percent, compared with a national average of 60 percent. And many students feel they are getting a good deal.

"I received the best psychology education I could have received anywhere in Michigan," says senior Kris Verbrugge, who is working on a second bachelor's degree in Elementary Education. "I worked with professors on their research, attended professional conferences and constantly interacted with faculty and research teams. No other school in Michigan could have offered me such a rich academic experience."

## What you measure is what you get

Although Oakland does well in national rankings (it was rated 23rd in academic reputation among the 122 top Midwestern regional colleges and universities for 1996 by *U. S. News & World Report*), there is a danger in relying too heavily on such rankings and ratings that use "one-size-fits-all" indicators of success. In ideal assessments, what is most valued gets measured, but too often in reality what is measured gets valued, even if it is not a major component of an institution's mission.

"A primary problem with indicators as used by many institutions and boards is that they are not selected with a view to what actually matters to

As higher education rapidly becomes a market-driven arena, it will be students such as Verbrugge who will serve as a market force counterweight to Oakland's self-assessment efforts.

"Bringing accountability home at Oakland," Russi says, "means creating and sustaining an atmosphere not of self-justification, but of genuine self-scrutiny, openness to criticism and dedication to improvement."



the long-term well-being of the institution," says James P. Honan, associate director of programs in Professional Education at the Harvard Graduate School of Education, in an article for the Association of Governing Boards of Universities and Colleges. "The factors that specific indicators measure may or may not be important either to the viability of the institution or to the achievement of its goals."

At Oakland, great care has been taken to organize indicators around goals and ensure that the indicators address enduring issues, measuring what is important to the institution and not settling for what can be easily measured.

**Fall enrollment rose 3.3 percent to an all-time high of 13,600 students at a time of national decline in student enrollment.**



# SURVIVAL OF THE FITTEST



BY VICKY BILLINGTON



# FROM RECRUITMENT TO RETENTION, NEW ENROLLMENT MANAGEMENT STRATEGY CHANGES THE WAY OU DELIVERS STUDENT SERVICES

With student enrollment at an all-time high and a well-mapped strategic plan in hand, Oakland University is investing in an aggressive marketing approach to recruitment.

Known as enrollment management, Oakland is among a growing number of leading colleges and universities who utilize private-sector marketing principles in higher education.

This innovative marketing strategy, in an effort to combat the dwindling number of college-bound students in the post-Baby Boom age, puts emphasis on such techniques as direct mail and market research and incorporates virtually all university areas, combining recruitment with marketing and retention efforts.

Enter Robert Johnson, Oakland University's new associate vice president for Enrollment Management and director of Admissions. Johnson, the former executive director, Enrollment Management, Central State University (CSU), Wilberforce, Ohio, has enjoyed success with the new national educational reform movement.

"We have been practicing it since the early '90s and our enrollment has been mostly up," says Shay Hope, acting director, Office of Admissions and Enrollment Management, CSU.

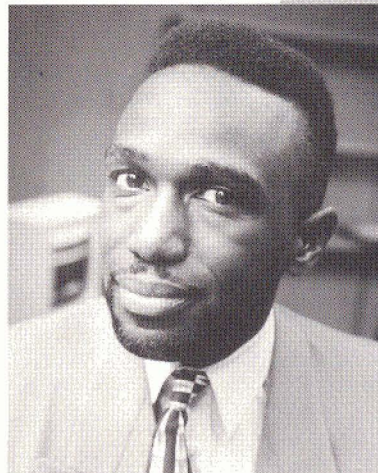
With Oakland's enrollment at an all-time high, Johnson believes the university is well positioned to compete for top students.

"A true enrollment manager is a change agent," Johnson says. "To recruit and retain students, you must work collaboratively with all areas of the university to ensure a high level of student satisfaction. Enrollment management is everyone's business. It's centralizing instead of de-centralizing our retention efforts.

"Oakland has a good product, but we have to keep up the level of service in all areas. We have to compete, just like IBM and Apple compete for market share. There are only a limited number of students, and the environment is survival of the fittest. We need to be more user-friendly and help keep our students as satisfied customers."

Johnson says he wants to reach a point where OU can "micro-market" specific academic departments. For example, OU could look at the Marketing Department in the School of Business Administration and determine how many students the department wants or needs, then market for that number of marketing majors.

Johnson says the first step to increase OU's retention effort is to gather market research. He is actively involved in a market research study with the University Communications and Marketing Department to learn exactly who



## ROBERT JOHNSON A CLOSER LOOK

*Background:* Born and raised in Detroit, now lives in Troy

*Education:* Cass Tech High School; B.A., Morehouse College; M.A., University of Cincinnati; now at dissertation stage of Ph.D. from Ohio State

*Modus operandi:* "I'm one of those people who is always juggling five or six things at once. I like living on the edge and being busy. I thrive on it."

*Motto:* "Failure is not an option. We will succeed. I believe that when people work together, there's nothing they can't accomplish."

*Spin on life:* "I'm a positive thinker. I always see the glass half full."

*Avocation:* Motivational speaking.

*Introspective:* "All that I am and all that I hope to be are because of the blessings God has bestowed upon me."

*Most influential:* His mother, father and uncle, his namesake, who is associate publisher of *Jet* magazine. "My uncle set the mark, and my family all helped me make my dreams a reality."

*For fun:* Plays racquetball, reads nonfiction and calls himself a "neophyte" golfer. And he'd like to be able to skydive more often.

**OU's Robert Johnson has his sights set on improving the university's record enrollment growth and enhancing student retention.**

◀ **With Oakland's enrollment at an all-time high, the university is well-positioned to compete for top students.**





**Making Oakland University more visible to the public is another important aspect of enrollment management.**

Oakland's "market" is, why students come to Oakland, succeed and graduate, why some students don't choose Oakland and why some students choose OU and then leave.

Preliminary reports will be available in late spring.

"Market research will help us get a good understanding and assessment of our market, then we'll have some data to work with," Johnson says. "The research will not only help us with our primary markets, but also with our secondary markets where we don't traditionally get students, but where there may be some good opportunities for us."

Though no university can be all things to all students, Johnson says Oakland needs to understand its opportunities and related costs. "We also want to broaden the composition of our student body," he says. "And helpful information will come out of

the market research that will help us market to students of diverse backgrounds."

The other side of enrollment management is student retention. What services should Oakland offer? And what steps should it take to keep them?

"There are a lot of departments working on various retention programs, but I want to pull them all together and make it a universitywide collaboration so that we are doing all the right things with no duplication of effort," Johnson says.

Making Oakland more visible to the public is another important aspect of

## **Robert Johnson's enrollment management approach:**

### **Selective growth**

"We will market in sophisticated ways, enabling us to target specific areas and programs based on how and where we want to grow. If we bring too many students in and can't meet their demands, we'll have dissatisfied customers because of a lack of services. It's important not to grow too fast."

### **Off-campus learning**

"We have a lot of nontraditional students and we need to continue to be convenient for them. That's the wave of the future. We have to be able to provide what students are asking for. It's a matter of supply and demand."

### **The use of technology**

"Offering telephone registration and campus I.D. cards that can quickly be scanned for information will all take us to another level of service for students. Utilizing geodemographic marketing will make us more sophisticated in our recruitment efforts. The university has to be able to gather and manage information and respond to the marketplace, and technology is enabling us to do that."

enrollment management.

"Oakland University must position itself in the marketplace so that the community views the institution as a vital resource – that has to be key to our marketing strategy," Johnson says. "If the community views us as a valuable resource and worthy of support it has a circular effect, and one feeds off the other; money for a new building, more classrooms and equipment, and enrollment growth."



# I want to hear from you.

*Alumni are one of Oakland University's greatest resources. As the new alumni relations director, I welcome the opportunity to build a closer relationship with you.*

*Each and every one of you, in your own way, can provide valuable input for the university, and I'm here to listen and work with you.*

*Please continue to share your good news about your professional appointments, promotions, honors and other activities through the Class Notes section of OAKLAND UNIVERSITY MAGAZINE (see page 27).*

*And if you are interested in helping shape the direction of the university, I offer a sampling of possibilities for your involvement, below. If you have other suggestions or ideas for alumni activities — including adding more opportunities to get together for fun and relaxation — please call or drop me a line.*

*I want to hear from you, and I'm ready to listen.*

*Terry A. Barclay*



Terry Barclay, Oakland University's new alumni relations director.

## Alumni volunteer opportunities

### Academic Affiliate Boards

Work with fellow graduates, faculty and deans to assist students and promote the programs of the academic area from which you graduated.

### Admissions Ambassadors

Work with a professional from OU's Admissions Office to identify and recruit qualified students for enrollment at Oakland through phonathons, letter writing, Internet contact, one-to-one mentoring, college nights and college fairs.

### Athletics

Assist coaches with fund raising, team travel, housing and special events to promote OU's championship athletics program.

### Co-op Placements at Your Company

Develop semester-long supervised work opportunities in your company for OU upperclass students for class credit and/or pay.

### Career Networking Days

Be a career counselor for a day. Talk about your com-

pany and share your career-preparation skills, job-hunting techniques and marketplace savvy with current OU students. Expand your network by meeting and sharing career development hints with fellow OU alumni.

### Meadow Brook Hall

Men and women needed for training as docents; also to help with gift shop sales, special events, archives, mailings, floral arrangements, garden club and preservation of hall collections.

### Golf Outing

The OUAA annual golf outing is scheduled for July 15, 1996. Volunteers from duffers to pros are needed.

### Meadow Brook Theatre

Ushers, special event planners and fund raisers are needed.

### Concours d'Elegance

Car handlers, ticket and souvenir sales, ushers and more are needed for one of the top three classic auto shows in the world held on the grounds of historic Meadow Brook Hall. This year the event is August 4.

### Scholarships

Assist the OU Alumni Association in raising funds for and selecting the recipients of seven annual scholarships.

### Mentoring

Share your OU and professional experience with students. A number of mentoring programs are available, ranging from one-time lunch or dinner discussion sessions and classroom presentations to a semester-long association with one student, including job-shadowing.

### Regional Chapters

Assist with student recruitment, fund raising, scholarship development, athletic events, Alumni Association development and reunions in regions outside the metropolitan Detroit area.

### Alumni Awards Banquet

The 1996 Alumni Awards banquet will be presented in October. Nominations are due April 1. The event gets bigger every year; it's a great event for networking and a variety of volunteers are needed.

To become a volunteer for Oakland University, call Alumni Relations, (810) 370-2158 or write to John Dodge House, Rochester, Michigan 48309-4401. E-mail: tbarclay@oakland.edu



## 1964

**Shirley M. Bryce** retired in 1991 from the Dade County School System and is now a professional storyteller and confirmed "vagabond."

## 1965

**Jerry L. Johns** was selected as the 1995 recipient of the A.B. Herr Award. The College Reading Association gives the



annual award to recognize a professional educator who has made outstanding contributions to the field of reading. Johns is a

presidential teaching professor who directs the Reading Clinic at Northern Illinois University.

**Florence J. Shook** is serving as state historian for Michigan Alpha Delta Kappa Sorority from Women Educators.

## 1969

**Jacqueline (Winter) A. Bishop** has been named associate director of the Edward Lowe Foundation in Cassopolis, Mich. She is managing the staff of its Internet on-line services, *smallbiz.Net*, and acts as the liaison for research grants given by the foundation to universities studying small businesses and entrepreneurs.

## 1970

**Leslie G. Griffen** has joined EFL

Associates in Overland Park, Kansas, as senior vice president, Career Development Services.

**Anita Tebo** is a private piano teacher living with her husband, Gordie, in Woodstock, Ill. She is the founder and director of "Woodstock Boy Singers" and vocal director/performer of the community theatre. She and her husband have three sons.

## 1973

**Michael J. Esralian** is a senior process engineer at Intel Corp. He has worked in the semiconductor field as a process engineer for nearly 20 years. He is married to Shirley (Cruse) and obtained his master's in Chemistry from the University of Wyoming.

## 1974

**Gary Hawald** was promoted to lieutenant in the Farmington Hills police department. He joined the department in 1978 as a patrolman. He served as a detective and made sergeant in 1986.

## 1977

**Thomas E. Christo** is president and owner of the newly formed CET Associates, a judicial judgment and child support recovery business, Bloomfield. Christo, a current Oakland volunteer and former vice president of Michigan National Bank, has recovered more than \$200 million during his administrative career.

## 1978

**Patrick J. Thompson** was appointed to the Western Regional Lending section of Ford Motor Credit Co. (FMCC). Thompson joined FMCC in 1991 after 25 years in banking.

## 1979

**Carol E. Wright** was promoted from senior manager to partner at the Troy office of BDO Seidman, LLP, the seventh largest international accounting and consulting firm.



**ON THE MOVE:** Gayelynn McKinney '89, second from left, poses with the other members of her all-female jazz group *Straight Ahead*.

## Jazz musician rolls *Straight Ahead*

Gayelynn McKinney '89 always knew she wanted to be a jazz musician.

Perhaps it was because her parents, Harold and Gwen, were jazz musicians. Perhaps it was because she learned to appreciate jazz while watching them play with the best — Billie Holliday, Horace Silver and Max Roach.

Or perhaps she simply likes to play the music as a drummer.

"I love all music but jazz gives you more of a chance to express yourself through improvisation," McKinney says. "I love the response of the audience and the freedom jazz gives you. It's a lot of fun."

McKinney travels the world as a member of *Straight Ahead*, an all-female jazz group

she helped start in 1984 as an Oakland student. Other group members include lead vocalist Cynthia Dewberry, bassist Marion Hayden and Eileen Orr on piano.

Over the years, the group has created and produced three albums for Atlantic Records: *Look Straight Ahead*, *Body and Soul* and *Dance of the Forest Rain*. The band is currently planning its fourth record. As part of a musical group that has earned several national and local awards, McKinney says she takes it all in stride.

"I don't let life get me down," says McKinney, who graduated with a bachelor's degree in music. "I'm very friendly, caring and easygoing. I have a light attitude and it works for me. And for my music."

McKinney's advice for others: "Keep on working and you will get there."



Wright has more than 15 years of broad experience in accounting specializing in closely held businesses and nonprofit organizations.

## 1980

**Fran Amos** was elected to the office of Oakland County Commissioner for District 5, which includes the east side of Waterford Township and three precincts in West Bloomfield.

**Mariane Fey** has been named director of McCann/SAS Retail as well as deputy general manager of the national agency reporting to



McCann/SAS. McCann/SAS Retail is a newly formed agency dedicated to serving the local GMC Truck dealer marketing groups.

## 1981

**Linda Wright Austin** and husband Jim announce the birth of their second daughter, Ashley Grace, on October 17. Sister Robbie Elizabeth is 2 years old.

**Martin X. Petz** has been appointed chairman, small business operations marketing by the Greater Detroit Chamber of Commerce. Petz is president of Communications Creative, Grosse Pointe Park, and president of SciPubTech, a publisher of science fiction materials.

**Harriet Sawyer** was presented the 1995 Secondary Reading Educator Award by the Michigan Reading Association at its annual conference. Sawyer, a resident of Northville, is a teacher in the Livonia Public Schools system.

## 1982

**Kristy Mitchell** has been named special events coordinator for the Paint Creek Center for the Arts. Mitchell is responsible for planning the annual Arts and Apples Festival and other events for the center.

## 1983

**Kathy Wagerson** gave birth to a son, Henry Francis Wagerson, on September 13, 1995. She is an active member of the Oakland University School of Nursing Alumni Affiliate Board.

**Kathryn Wagner** announced her engagement to William Gold. She is employed by Electronic Data Systems, Flint.

**Mary Catherine Wright** completed her MSN from the University of Michigan in 1995 and is working as a parish nurse at St. Charles in Detroit. She and her husband, Paul, announced the birth of their son, Patrick Joseph, on October 26, 1995.

## 1984

**Sheila T. Gregory**, assistant professor of Student Development at Kingsborough Community College at the City University of New York, authored a book titled *Black Women in the Academy*. The book was subtitled *The Secrets to Success and Achievement*, which was recently published by *The University Press of America* in Lanham, Maryland.

**Timothy P. Johnson** has joined Environmental Consultants & Services Inc., Traverse City, as manager of Risk Management Services. Johnson has 11 years of experience in quality control, environmental health and safety management, state and federal regulations, industrial hygiene, health issues and management of solid waste programs.

## 1985

**Sally Chappel (Lawley '88)** and husband Craig announce the birth of their son, Eric, born June 5, 1995.

**Marshall Copeman** works at Blumberg Communications, a national audio visual company, as an account executive. He lives in Clarkston with his wife, April, and children, Elizabeth and Austin.

**Mary Lou David**, a teacher at Cherokee Elementary, Chippewa Valley Public Schools, was appointed by Gov.

John Engler to represent Michigan's classroom teachers on the newly formed Michigan Information Network Advisory Board.

**Jeffrey McWhirter** of Rutland, Mass., was appointed assistant professor of computer science at Worcester Polytechnic Institute in Worcester. He earned a master's and doctorate in computer science at the University of Colorado.

## 1986

**Loren Popke** announced her engagement to Dennis Sheppard. She is employed by Lutheran Special Education Ministries.

**Joan Flynn** has been elected Macomb County Commissioner for District 6 in Warren, Michigan for 1995-96.

## Never refuse to learn

Alan Ray '74 wants to get something straight right off the bat: Learning is a lifelong experience.

"Some people think you earn a degree and you are done

learning," says Ray, account manager, Electronic Data Systems, Detroit. "My advice is to keep reading in your field and other related fields. Learn all you can."

Ray, who graduated cum laude with a degree in Political Science, manages two EDS accounts in support of General Motors customers. He is responsible for providing information technology services to the GM product planning, market research and international market forecast activities. To help keep him abreast

of current trends and innovations, Ray is a voracious reader but relies on his formal education for technical support.

"I often use computer programs that I wrote as an Oakland student," he says. "My education gave me a solid statistical foundation and helps me in my professional relationships as a manager."

Over the years, Ray has hired several Oakland graduates. The criteria he uses for hiring new employees has shifted:

"I look for graduates with high initiative and a strong technical background," he says. "I want go-getters who have a wide array of interests. People who want to continue to learn."



**EDUCATION FIRST: Alan Ray '74**



**Pamela G. Voss**, who lives in Bloomfield Township, has been named the state director of Students Against Driving Drunk. Voss has been with SADD-Michigan for 10 years as the associate director.

**J. Tim Zipple, PT, MS, OMPT, OCS**, has accepted a position as an instructor in the physical therapy program at the University of Osteopathic Medicine and Health Sciences, Des Moines, Iowa. In this position, Zipple is responsible for co-teaching classes in orthopedics and musculoskeletal evaluation and treatment.

## 1987

**Mark Anderson** has joined the Hazel Park Rotary Club. He is

employed with the Hazel Park School District as a school psychologist.

**Lynn R. (Westfall) Gross** married Walter Scott Gross in 1995 in Detroit. They honeymooned in Lake Tahoe, Calif.

**David Irvine** and his wife Joyce announce the birth of their first child, Camille, on September 5. Irvine has completed most of an hour-long video on wooden pleasure boat restoration and plans on an early 1996 release date.

**Eric Kramp** received an MBA degree from Pepperdine University in August 1995. Eric is a sales manager at TABC, Inc., a division of Toyota Motor Sales. He lives in Long Beach, Calif.

**Dr. Michael G. Leinonen** has been named chairman of the annual Conference Committee of the Michigan Podiatric Medical Association, the statewide organization of physician specialists of the foot and ankle. Leinonen maintains a medical practice in St. Clair Shores.

## 1988

**Thomas McGee** and his wife, Paula, live in Riverview, Mich., with their two daughters, Emily and Lauren. McGee is an exercise physiologist with North-pointe Heart Center in Berkley, Mich.

**Natalie Y.C. (Allen) and Stephen Hart '91** have moved to Houston, Texas, where Stephen is an attorney with the firm of Liddell, Sapp, Zivley, Hill & LaBoon, L.L.P. Natalie received her master's in sports administration from Central Michigan University in December 1993. She is coordinator of com-

## Alumni Directory

Beginning June 24, representatives of Bernard C. Harris Publishing Company, Inc. will start calling alumni for the verification phase of the Oakland University Alumni Directory project.

Information to be verified includes: current name, academic data, residence address and phone number, occupation and business address and phone number. The directory is sorted by name, class year and geographical location in separate sections of the book.

Soon locating fellow alumni will be as easy as turning a page with the Oakland University directory. You may reserve your personal copy when your Harris representative phones, but don't dealy because only prepublication orders received will be guaranteed.



munity development with the Houston Astros Baseball Club.

## 1989

**Claudia (Tranchida) McCrackin** and her husband Kevin announce the birth of their son, William Anthony, on Oct. 22. They live in Grosse Pointe Woods.

**Mark Thomas Winkelbauer** announced his engagement to Lisa Renee Taylor. Winkelbauer is employed by Ford Motor Co., Dearborn.

## 1990

**Scott Alan Barlass** announced his engagement to Sandra Lynn Obdziewicz. A May wedding is planned.

**Philip Paternoster** was promoted to the newly created position of financial director, City of Utica. He had served as the city's acting treasurer for the past two years.

## Head of the class . . . literally!

Lynn Anderson Ruth '63 claims what no other Oakland University graduate can.

She was the first student of the 1959 charter class.

"My student number was 000001," she says.

Chosen from a pool of top students, Anderson Ruth recalls the university's initial academic standards.

"Back then it was known as 'Egghead University,'" she says. "We had 500 students in my freshman class and only about 120 graduated."

Actually the school was called Michigan State University-Oakland.

The campus was mostly farmland.

"We only had the Foundation buildings for classrooms, we had no dormitory rooms and no library building, we created all our clubs and wrote our constitutional by-laws," Anderson Ruth says. "It was fun creating from scratch. You learn so much doing this for yourself."

Today, Anderson Ruth lives in Greene, N.Y. and works as a deputy town clerk and deputy registrar of vital records for Greene, deputy tax collector for Greene and the county, clerk to the supervisor of Greene and convention reservation specialist for Travel Tours.

A proud mother of four, she fondly remembers her college days, especially helping to create the original Student Senate, the OU chorus and Senior Ball at Meadow Brook Hall.

"One day my friends picked up my small car, put it on a freight elevator in South Foundation Hall and brought it up to the science laboratory to give it a bath," she says. "Those days were so much fun."



**OU'S FIRST STUDENT: Lynn Anderson Ruth '63**



## 1991

**Wallace E. Davis** was quoted in an article in the Saginaw News paying tribute to his friend, Azola Williams, a Saginaw Housing Commission maintenance mechanic. Wallace is an executive manufacturing manager for Flint-based Genesse Packaging Inc.

**Gary Foster** has won election to the Pontiac City Council as District 2 representative in a special election on November 7. Foster, a purchasing agent at Akzo Nobel's Pontiac manufacturing facility, is a former volunteer housing commissioner for the city.

**Denise Wecker-Seipke** has been awarded the 1995 National USDA Extension Fisheries and Wildlife Award for her volunteerism within the Natural

Resources field. She is executive director of The Greening of Detroit, a



nonprofit community tree planting organization.

**Brian David Stermer** married Tara Lynn Lehman in July. Stermer is employed by Parker Am-chem, Madison Heights. The couple lives in Waterford.

**Cynthia Frakes-Zieger** and her husband Cory announce the birth of their daughter, Micaela Paige, on October 20. Cory is a second-year medical student at Wayne State University and Cynthia owns and operates her own preschool/day care center.

**Heather Dega** graduated with honors from the School of Visual Arts in New York City in June.

## 1992

**Juli A. Warstler** has been promoted to human resources administrative manager at Crystals International Inc., Plant City, Fla. Her duties include management of Affirmative Action, benefits, profit sharing, wage survey and staff advancement programs.

**Deborah Nesbitt** announced her engagement to William Savage. Nesbitt is attending the University of Toledo to complete her master's in Accounting. She is an accountant at Monroe Auto Equipment, Monroe.

## 1993

**Terrence Flynn** was hired by TRW Automotive Electronics as a product planner and is working toward a graduate degree in International Finance at Walsh College.

**Jennifer L. Kincer** announced her engagement to Gene M. Catallo. Kincer is the lead vocalist in the band *Spectrum* and is also the events assistant at The Palace of Auburn Hills/Pine Knob Music Theatre.

**Paul A. Pelto** married Tracy M. Knox in October. Pelto works for Buck Consultants.

**Malinda (Cole) Smith** married Jeff Smith in July in Farmington Hills. She received a teaching certificate from the

## He's a stand-up guy

When Paul Ebejer '87 waddled on stage of the Jerry Lewis Telethon in 1987, little did he know his career was about to take its first step.

"100 million people were watching and I loved it," he says. "It was great."

Ebejer's 7-minute act is a walk on the wild side.

During the routine, he stands on his knees in costume and portrays famous people, such as his self-named Elfis, Micro Jackson and Small McCartney as well as animals, while waddling around stage pretending to sing to popular songs. He is often joined by other "knee-comedians" in the skit.

Call it slapstick. Or visual humor.

Whatever the description, it's entertaining audiences worldwide. Ebejer even performs during halftime of National Basketball Association games.

"The whole act is silent except for the music," says Ebejer, who created his first characters as a student at Walled Lake Central High School. "It's just a bunch of snippets."

Growing up, Ebejer never thought about a career in the entertainment industry.

"I wasn't the class clown," he says. "I was reserved in school. I opened the bottle one day and it worked."



**STANDING TALL: Paul Ebejer'87 takes a walk on the wild side as Elfis.**



Post-B.A. program at Michigan State University and is now employed at Byron High School, Byron, Mich.

**Michelle Walk** received a Master of Arts in Economics in May from Michigan State University. She is currently working for the Michigan Department of Commerce.

**Adam C. Windeler** announced his engagement to Stephanie Ellen Arredondo. Windeler is employed by Electronic Data Systems.

## 1994

**Danielle Renee Allen** married Mark T. Hiller in July. She is employed by Bell, Boyd & Lloyd, Chicago. They live in Arlington Heights, Ill.

**Kathy Lynn Delauter** married Jason Edward Daigneault in September. They live in Keego Harbor, Mich.

**Michael C. Fish** announced his engagement to Jennifer L. Sandersen. He is employed as a physical therapy aide by Optimax Human Performance Institute, Beverly Hills, Mich.

**Cathy McCafferty** has been hired as one of three business coordinators for the new Oakland County School-to-Work project. This project partners business and education to build a more career-ready and productive work force.

**Claire Morgan** is the new fitness columnist for *The Oakland Press*. With a degree in exercise science to her credit, Morgan works as a fitness director and trainer at the University Racquet and Health Club, Auburn Hills.

**Drake Charles Stalions** announced his engagement to Karolyn Aluia. Stalions is employed by Delco Electronics, Flint, Mich.

## 1995

**Denise Sedman** has joined Weaver Ladd Harries McGowan as director of Public Relations. She lives in Rochester Hills with her son.

## IN MEMORIAM

### 1972

John Gerling

### 1975

Terry E. Moriarty

### 1978

Barbara (Thiel) Spears

### 1981

Robert A. VanWinkle

### 1988

Kevin Horrigan  
Jill Bemister

## Oakland University offers Preferred and Gold MasterCards

Oakland University, in collaboration with MBNA America, is offering alumni and other friends of the university the opportunity to apply for either a Gold or Designer Preferred MasterCard. Each time an account is opened and each time the credit card is used to make a purchase, a contribution is made to OUAA to support its activities.

The university name and logo appear on the face of the credit card to identify the cardholders' affinity with Oakland. The Gold card provides added bonuses such as purchase protection and enhanced travel benefits.

For more information about the Oakland University MasterCard or to make a request for an application, call (800) 847-7378.



**MAKING TRANSITIONS: Yvonne McIntyre '88 calls Washington, D.C., home.**

## Engineer switches on to lobbying

Yvonne McIntyre '88 is trying to make the transition from figuring things out to figuring people out.

McIntyre began lobbying in Washington, D.C., in 1994 for Detroit Edison Co. after spending six years as an electrical engineer for the local utility company.

"The transition was a huge change for me," McIntyre says. "The biggest adjustment was the social part. It's hard striking up conversations with people you do not know."

While "working a room" may not be her favorite part of the job, McIntyre enjoys researching, working in small group settings and educating legislators about critical issues related to her company.

"The best part of my job is knowing I helped to enact legislation or kept legislation from being enacted that may be detrimental to my company," she says. "Knowing you participated and made a difference in the democratic system is worthwhile."

Her new career was a matter of timing. In May 1994, McIntyre completed her MBA at Wayne State University and was looking to pursue lobbying as it relates to international business relations. Detroit Edison's Washington, D.C., representative position opened at about the same time.

She applied and was hired.

"It's been an exciting experience so far," she says.

In the future, McIntyre plans to play golf and sail more, hobbies she has not had much time for lately. She also would like to work in economic development for a third-world nation.

"I always try to be open to new experiences," she says. "In most cases, being open leads to a rewarding experience."



## Dates to Remember

### March 22

Opening night of Picasso exhibit at Meadow Brook Art Gallery

### June 3-4

Charlie Gehringer Meadow Brook Memorial Golf Classic

### July 15

OUAU annual golf outing

### August 4

Concours d'Elegance classic auto show

### October (dates to be determined)

OUAU Awards Banquet  
Donor Recognition Gala

## We want to hear from you!

OAKLAND UNIVERSITY MAGAZINE keeps you informed about its many programs, alumni and friends. Send us your news (appointments, promotions, honors and other activities) about yourself or your Oakland friends. Don't forget to include a photo. Moving? Send us your new address right away!

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City/State/Zip \_\_\_\_\_

Telephone \_\_\_\_\_

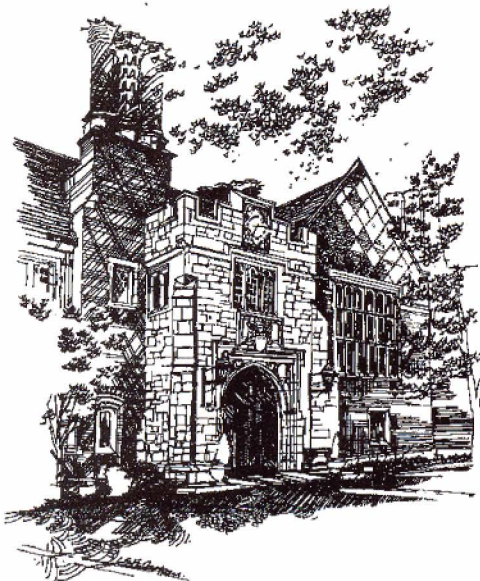
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Major/degree \_\_\_\_\_

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Please call me.

## Our special events are right around the corner



Gehringer Golf Classic — June 3-4

Meadow Brook Landscape & Garden Show — June 7-9

Meadow Brook Concours d'Elegance  
classic car show — August 4

Summer Tea Room — July and August

Daily tours year-round at 1:30 p.m.

New gift shop open in the Carriage House

# Oakland University's Meadow Brook Hall

(810) 370-3140





**"I did not come here to cheer for the University of Michigan or Michigan State University."**

**BY JACK MEHL**

## *Our time is now*

*A picture hangs on his office wall inside the Lepley Sports Center which characterizes his personality but not his spirit. The picture is of Jack Mehl comfortably sitting in a basketball rim at Florida Atlantic University, where he served as director of athletics for 12 years. The image symbolizes his openness to new ideas and an uncharacteristic side. That is, Mehl sitting down. Mehl, who joined Oakland in September after two years as business and marketing manager for the Rose Bowl, will not sit for much these days. As OU's new athletic director, Mehl leads one of the most successful programs in NCAA Division II history. He is outspoken and an avid supporter of both OU and its 13-sport program.*

In one of my earliest conversations on campus, a new friend said, "I'm an Oakland alum and a U-M fan." Well, Oakland, I aim to change that. I did not come here to cheer for the University of Michigan or Michigan State University.

As a Big Ten alumnus, I could have stayed in Pasadena and done that. I didn't come here to play second or even third trumpet in the band. I think we should raise our sights, take pride in our past and recognize that our time is now.

I cannot speak for the other university department heads, but I can speak for athletics. If we were a rental car company, our sights would not be set on Budget, or National, or Avis. We would be aiming at Hertz.

I came to Oakland to be part of a great university.

I want the doctor of my children to be an Oakland graduate; the computer I use to be engineered by a former Oakland student.

I want the chairman of the board of Chrysler to be from Oakland, and we should expect governors and lawmakers to be from our university. But first we need to attract and hold the best and brightest students and faculty.

We cannot do that by accepting second best as our place in the sun.

Never, ever, again, apologize for success.

Don't be surprised by success. Expect it.

Can you imagine how unsuccessful our five-time national champion women's swimming team or three-time national champion men's swimming team would be if they entered the pool expecting to lose or were surprised by victory.

They swim knowing they can win; they are poised to be champions in life. They are a proud lot, and there is much that the entire university can learn from them.

We have accomplished so much as an institution. It is time to sustain that progress by telling the world proudly, "I'm an Oakland alum and an Oakland fan!"





# “Nice return!”

Does a return of 6.5% or 7.9% interest you?

Charitable Gift Annuity Rates

<b>One Life</b>							
Age	60	65	70	72	75	80	90
Rate	6.1%	6.5%	6.9%	7.2%	7.7%	8.8%	11.0%
<b>Two Lives</b>							
Ages	60/55	65/60	65/65	70/65	70/70	75/70	80/75
Rate	5.7%	5.8%	6.0%	6.1%	6.3%	6.5%	7.0%

**GAME:** A gift annuity with Oakland University may pay you 7% or more depending on your age, guaranteed!

**SET:** Since part of the payments to you are tax-free, your effective yield will be even higher.

**MATCH:** You will also receive a significant income tax deduction.

A gift annuity is a contract between you and Oakland University, backed by all the assets of the university. You are guaranteed a fixed annual payment for the duration of your life, or of your life and that of one added beneficiary.

And all the while you are receiving your return, your gift will be helping Oakland University offer the finest possible education to this and future generations of students.

For more information, please call Pamela Acheson at (810) 370-4247 or send in the attached form to: Office of Planned Giving, Oakland University, John Dodge House, Rochester, Michigan 48309-4401.

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Complete and send us this form and we will return a complete illustration of the gift annuity to you as soon as possible. All responses are completely confidential and there is absolutely no obligation incurred by asking for this information.

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\$Gift amount you would like shown \_\_\_\_\_

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## OAKLAND UNIVERSITY'S DEPARTMENT OF MUSIC, THEATRE AND DANCE Upcoming Events

### *Fiddler on the Roof*

The villagers of Anatevka face a world which is rapidly changing. Tevye the Dairyman weaves an ongoing story of family and friends in this classic of musical theatre which features endearing characters, passionate scenes and memorable music.

8 p.m. Evening Performances March 8, 9, 15, 16, 22, 23

2 p.m. Sunday Matinees March 10, 17, 24

Varner Studio Theatre

### OAKLAND DANCE THEATRE

Oakland University and Wayne State University dance students celebrate the 100th anniversary of the birthday of Doris Humphrey with a special presentation of her work, *Shakers*.

8 p.m. March 29 and 30      3 p.m. March 30

Varner Recital Hall

### MEADOW BROOK ESTATE “SPRING SPECTACULAR”

The ever-popular show theatre troupe at its crowd-pleasing best; Broadway production numbers, pop and jazz.

8 p.m. April 5, 6, May 1      3 p.m. April 4

Varner Recital Hall

### *All My Sons*

A tense family drama set in World War II. Arthur Miller explores his favorite theme of the individual's responsibility to something greater than his own survival. An important, gripping and well-written play.

8 p.m. April 9, 10, 11, 12, 13      2 p.m. April 14

Varner Studio Theatre

### CONCERT BAND SEASON FINALE

8 p.m. April 10

Varner Recital Hall

### OAKLAND CHORALE/UNIVERSITY CHORUS

3 p.m. April 14

Varner Recital Hall

### Summer Programs

**YOUTH ARTS CAMP** July 8-19 and July 22-August 2, 1996

Camp experiences in dance, music, drama and art for children who have completed any grade between one and six. The camps culminate in a final performance and art show.

### MEADOW BROOK MUSICAL THEATRE WORKSHOP

June 19-29, 1996

A two-week workshop in musical theatre techniques such as acting, voice, dance and technical theatre. The workshop is offered for high school, college students and adults. It will climax in a staged reading of a new musical at Meadow Brook Theatre, involving professional actors and workshop participants.

### SUMMER WORKSHOPS FOR MUSIC TEACHERS

Musical Theatre Lab, June 24 - 28

The Art of Sequencing, July 1 - 3

Creative Process in the Classroom, July 8 - 12

Starting a String Program, July 8-12

For information concerning summer programs, contact the Department of Music, Theatre and Dance at (810) 370-2030.

For Box Office information, call (810) 370-3013

Persons with disabilities who need special assistance may call the Box Office.



Oakland University's  
Professional Theatre Company

MEADOW • BROOK  
T H E A T R E

30<sup>th</sup>  
Season

Geoffrey Sherman, Artistic Director

*Pulitzer Prize Winner*

**The Piano Lesson** by August Wilson

February 7-March 3

Boy Willie has a chance to buy some prime land, and he needs money fast. His plan is to sell the family piano, which has been an heirloom for generations. Conflict arises when Boy Willie's sister objects to mortgaging the family's past for his future.

*Poignant Drama*

**Shadowlands** by William Nicholson

March 13-April 7

Renowned Christian author C. S. Lewis is an expert on love and marriage, but only in the most academic sense. But through his love for American poet Joy Davidman, he comes to understand firsthand what it means to truly love someone. (Recently a feature film starring Anthony Hopkins and Debra Winger.)

*Comedy Thriller*

**Corpse!** by Gerald Moon

April 17-May 2

Evelyn Farrant is an out-of-work actor who hates his wealthy identical twin, Rupert — so he hires a hit man to dispose of Rupert and plans to assume his twin's identity. A busybody landlady and a meddling police inspector get in his way, and things go hysterically wrong!

**ALUMNI DISCOUNTS**

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

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