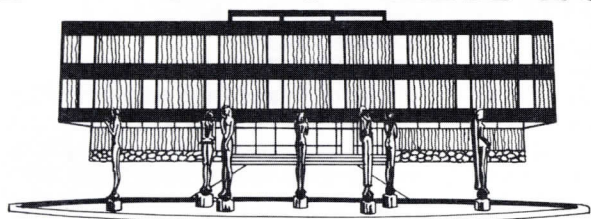


OAKLAND UNIVERSITY NEWS



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May 23, 1986

A publication for faculty, staff and friends

Capital Campaign on Target for Fall Start

Public announcement of the university's capital campaign will take place this fall with more than \$5 million of the \$15 million goal given or pledged.

To date, \$4.6 million has been given or pledged, with a number of large proposals still under consideration.

"When we 'go public,' we want the momentum of leadership gifts in place," said David H. Rodwell, vice president for external affairs and director of development. "These large gifts will establish a standard of giving. They also provide validation of the institution's good management and of the importance of this effort."

Of the \$4.6 million given or pledged to date, \$1,587,000 has been pledged to Kresge Library expansion, \$1,425,000 to scientific and computer technology, and \$1,121,125 to program development. Another \$483,130 is undesignated and reserved for the library project, and no gifts or pledges to date have been received for the Center for Advanced Technology.

Of gifts and pledges to date, \$1,965,000 has come from corporations, \$755,255 from individuals, \$275,000 from OU trustees and foundation officers, \$621,000 from foundations, and \$1.1 million from organizations — the OU Alumni Association pledge of \$1 million and the Friends of Kresge Library pledge of \$100,000.

Campaign progress to date has heavily relied on the cultivation work of Campaign Chairman Eugene A. Miller, president of Comerica; President Joseph E. Champagne; and the president of the OU Foundation, Marvin L. Katke, former chairman of the OU Board of Trustees and a retired Ford Motor Co. vice president.

Many other friends of the university, especially in the OU Foundation, have assisted in early work of the campaign.

Major assistance has come from Vice President Robert Swanson in his work with foundation trustees and leadership prospects, Senior Vice President and Provost Keith R. Kleckner in developing proposals

and strategies, Deans Brian P. Copenhaver and Suzanne Frankie in proposal preparation, Acting Dean Joel Russell in proposal preparation, and Assistant Dean Nan K. Loh in proposal preparation.

"The major difficulty in campaign work to date has been the lack of deep knowledge about OU by gift decision-makers. This means the kind of knowledge that can only be developed through intensive one-on-one contacts," Rodwell said. "Mr. Miller and President Champagne have tackled this with energy and enthusiasm. Their work has paid off, but it requires large amounts of time."

To date the largest single pledge is one by a corporation for \$725,000. The largest by an individual is \$100,000; it has been fully paid. These kinds of commitments at the start of the campaign are essential for success in the later stages. Further six-figure pledges and leadership seven-figure pledges must be secured for final success.

"The discipline of a campaign requires

that we not race ahead toward the lower gift levels until we have achieved leadership gifts. These will validate the campaign and set the example for others to stretch in this special effort which is over and above gifts and pledges for current operating support. These are now at a \$2 million annual level."

The capital campaign committee enlisted by President Champagne and Miller consists of Paul G. Stern, president and chief operating officer of Burroughs Corp., as vice chairman; Gerald Greenwald, chairman of Chrysler Motors; David Handleman, OU trustee and chairman of the board of the Handleman Co.; Marvin L. Katke, president of the OU Foundation, former trustee, and retired Ford vice president; F. James McDonald, president and chief operating officer of General Motors; Donald E. Petersen, chairman of Ford Motor Co.; and Alan E. Schwartz, former OU trustee and partner at Honigman, Miller, Schwartz & Cohn.

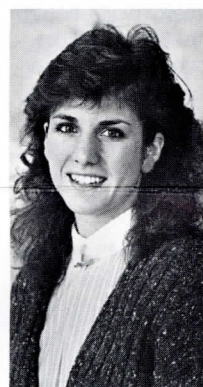
Two Share in Wilson Recognition

Seniors Ann Giacomazza and Matt Tomilo have been named recipients of this year's Matilda R. and Alfred G. Wilson Awards. The two will be cited at the June 7 commencement ceremonies and at a dinner in their honor with President Joseph E. Champagne in Meadow Brook Hall.

The students were selected on the basis of their academic achievements; commitment, service and involvement in campus life; and social awareness and concern for the well being of others. The winners will each receive a commendation, a medalion, a \$500 cash award, and have their names listed on the Wilson Award plaque.

Giacomazza will graduate *magna cum laude* and with academic honors from the School of Business Administration. She majored in marketing.

Most recently Giacomazza was named an Outstanding Student Award recipient by the Michigan Association of Governing Boards. She has also received the Wall Street Jour-



Giacomazza



Tomilo

nal Award for outstanding achievement in the School of Business Administration, an OU Student Life Scholarship, and the OU Upperclass Achievement Scholarship.

The senior's campus activities have included being a resident assistant, participating in intramural sports, serving on University Congress, being an NCAA basketball statistician, being an orientation group leader, working as a desk receptionist for Residence Halls, serving on the search committee for the dean of students, working as a CIPO programmer, and participating in the American Marketing Association, the Health Conscious Society and the floor government of Residence Halls.

Giacomazza has served as a volunteer for the FAR Conservatory of Therapeutic and Performing Arts in Birmingham, a group that provides a figure skating program for mentally and physically handicapped children. She has also been a Red Cross blood drive volunteer and worked as a co-op student in the administration department of IBM.

Tomilo will graduate with a degree in accounting. He was a nominee for the MAGB Outstanding Student Award. Tomilo was a Student Life Scholarship recipient.

Activities that Tomilo participated in have included serving as a resident assistant, an accounting tutor, a University Congress member, chairperson of the Student Activity Fee Committee, student representative for the assistant dean of students in 1986, an Accounting Club member, a student representative on the faculty Senate, President of the Area Hall Council, student representative on the University Committee on Undergraduate Instruction, Hill House Council president, a Residence Halls House Policy Committee member, and a member of the University Congress Steering Committee.

Tomilo has been a member of the St. John Fisher Chapel Board and a Red Cross blood drive volunteer.

Finalists for the Alfred G. Wilson Award were Michael Carbone, a public administra-

(Continued on page 2)

President on Research Panel

President Joseph E. Champagne has been elected to the charter Board of Trustees of the International Association of University Related Research Parks.

The president also participated in a panel discussion at the first meeting of the group from April 26-30 in Phoenix.

The association was organized in response to the growing interest in research and development operations in university research parks. These parks are devoted to promotion of university-industry relations, innovation, and technology transfer into the private sector.

Champagne said he was pleased with his election to the nine-member board and said his selection will give widespread recognition to OU and to the Oakland Technology Park, a facility in which OU is a sponsor.

Champagne said many universities across the world now engage in joint-venture activities related to research and development as a means of assisting in the process of technology transfer and university enrichment. Others elected to the Board of Trustees were representatives of the Research Triangle Park, Stanford, Texas A&M, Rensselaer Polytechnic Institute, Arizona State University, California, Florida and Canada. Headquarters for the organization will be at Arizona State University and a director will be hired.

Over 450 delegates from 19 nations

attended the conference. The president's panel discussion covered the history of research parks, university-industry research opportunities, and technology transfer policies.

Frank Cardimen, director of the OU Center for Economic Development and Corporate Services, was active in the sessions and noted that the Oakland Technology Park was among the largest parcels (1,800 acres) represented at the meeting. The Oakland project is among the half-dozen largest in the country at this point and it has far exceeded every expectation in terms of rapid development of tenants, Cardimen noted. A number of the parks represented at the meeting had yet to sign the first tenant, he added.

While the majority of the parks were on university-owned land with the accompanying problems of leasing, etc., OU is actually adjacent to the Oakland Technology Park and not directly associated with its development responsibilities, Cardimen said.

Members of the consortium that first announced the Oakland Technology Park on March 7, 1984 are OU, Oakland Community College, Schostak Brothers & Co., Inc., Comerica, Inc., and Frankel Associates. Among the planned or current park occupants are Chrysler Corp., Comerica, GMF Robotics, EDS, World Computer Corp., and Secure Data Corp.

Graham Cited for Aiding Others

Geraldine Graham has been named recipient of the Human Relations Award. She is the first person to be honored since 1977. President Joseph E. Champagne selected Graham for the award, which is presented only when an individual consistently demonstrates commitment to the improvement of human relations.

Graham is an administrative assistant/coordinator for the Dismissal Option Program in the Office of the Dean of Student Services. She is also a student, majoring in general management with a concentration in human resources. She will be cited at the

June 7 commencement.

The award recipient has received numerous honors at OU. She received a 1985 Chrysler Merit Scholarship, was appointed by the president in 1984 to the Committee on University Excellence, has been active in the Black Awareness Month Committee, has served as a volunteer intern at St. Joseph Mercy Hospital in Pontiac, has worked with the NAACP and the Association of Black Students, participated in the 1982 Contemporary Issues Forum and won first place in the 1980 Robert L. Donald Literary Contest.

Lot Paving Slated for May 27

The Board of Trustees has approved major work on the parking lot west of North Foundation, South Foundation and Wilson Halls. Construction will begin the week of May 27.

The project includes excavation, patching, resurfacing and restriping. The lot now accommodates 1,645 vehicles and the project will create nearly 300 additional parking

spaces.

Cost of the project will not exceed \$20,000 and be covered from the Transportation Use Fee account. University officials said parts of the lot will be blocked off for short periods during the construction but there should be minimal inconvenience.



A three-day course in relational database design attracted participants from business and industry for hands-on training. The participants unanimously called the program "excellent." Instructors were David Boddy (above, left) and Glenn A. Jackson of engineering and computer science. The Division of Continuing Education co-sponsored the course.

Our People

Anyone on the staff or faculty may send items to the News Service, 109 NFH. Items should be brief and will be published as space becomes available.

- Melodie Monahan, English, moderated two literary panels at the Michigan Academy meeting at Central Michigan University. At the College English Association annual meeting in Philadelphia, she participated in a panel discussion on retaining excellent teachers in the academy; her paper was *Women in Higher Education: Needs, Strategies, and Goals*. At the University of Rochester, she participated in a Bronte Conference by reading *The Would-be Trade-off: Charlotte Bronte on Beauty and Ability*.
- Bruce Mann, English, read a paper at the William Inge Festival in Independence, Kansas: *Zelda, Awaiting Death, in Tennessee Williams' 'Clothes for a Summer Hotel.'*
- Helen Schwartz, English, was a leader in a preconvention workshop on *Evaluating Software*, and read a paper, *Authority in Writing: Discourse Analysis of Computer Conferencing*, at the Conference on College

Two Share

(Continued from page 1)
tion and political science major; and Gerald Dittrich, an electrical engineering major. For the Matilda R. Wilson Award, the finalists were Nancy DeSantis, a biochemistry major; Nanette Elaine Mapes, a computer and information science major; and Laura Saul, a political science major. The finalists will join the recipients at the dinner with President Champagne.
The Wilson Awards Committee consisted of Cameron Brunet Koch, chairperson, CIPO; James Dawson, music; Eleanor Lewellen, Residence Halls; Terri Cross, management; Sheila Stokes and Robert Waters, student representatives; and Kevin Williams, Upward Bound.

For Your Benefit

CREF retirement incomes up 35.5 percent on May 1

Variable annuity incomes being paid by College Retirement Equities Fund to its 95,000 retired participants increased by 35.5 percent on May 1, said James G. MacDonald, chairman and chief executive officer of CREF and its companion organization, Teachers Insurance and Annuity Association.
CREF has assets of \$22 billion invested in stocks of 2,300 companies traded on domestic and foreign stock exchanges. "As a result of the unusually strong stock market, CREF participants are getting a healthy 35.5 percent increase in their pension benefits for the 12 months beginning May 1. With this increase, CREF incomes will have risen by a net of 88 percent over the most recent five-year period," MacDonald said. Most CREF participants also receive income from TIAA fixed-dollar annuities, with benefit payments based on 11 percent to 12 percent pay-out interest rates. "The TIAA-CREF pension system has proved to be a very sound source of pension income for participants over the long term," MacDonald said.
Yearly changes in CREF income, and in the CREF annuity unit value, reflect primarily the investment experience of CREF's

Composition and Communication in New Orleans.
• Mark E. Workman, English, read a paper at the Conference on Narrative Poetics at Ohio State University: *Mapping the Center: Toward a Sociopoetics of Folklore*. Susan Miller, English, also attended the conference.
• James Llewellyn, News Service, presented a workshop on media relations at the spring conference of the Michigan Schools Public Relations Association.
• Philip Singer, health sciences, and sociology and anthropology, wrote two film reviews that appeared in *Choice*, the publication of the American Library Association. The films he reviewed were *Spite*, distributed by Filmmakers Library, and *Pull Ourselves Up or Die Out*, directed by John Marshall.
• Robert B. Stewart, psychology, wrote *The First-born's Adjustment to the Birth of a Sibling: A Longitudinal Assessment for Child Development*. Co-authors were Linda A. Mobley, Susan S. Van Tuyl and Myrna A. Salvador. A companion paper, *The Transition at the Birth of a Second Child: Sources of Parental Stress and Support*, was presented at the Conference on Human Development in Nashville. Co-authors were Van Tuyl, Mobley, Salvador and Deborah S. Walls, all OU alumnae.
• Richard Boortz-Marx, nursing, presented *Carotid Endarterectomy: Indications and Complications* at the annual meeting of the American Association of Neuroscience Nurses in Denver. He will present *The Neurology of Aging* at the June meeting of the Southeastern Michigan Chapter of the American Association of Neuroscience Nurses. He has also been appointed an at-large member of the Board of Directors. At the June meeting of the Canadian Association of Neurosurgery Nurses, Boortz-Marx will present *The Expanded Role Nurse in Neurosurgery*.

broadly diversified common stock portfolio for the preceding year ending March 31. CREF's mortality and expense experience for the year is also reflected in the yearly revaluation of the annuity unit, but these factors have had only a minimal effect on the annuity unit's value over the years.
"At times like this," MacDonald said, "it's important to remember that stock prices go down as well as up, and that income from a broadly diversified common stock variable annuity like CREF also goes down as well as up. Since CREF began in 1952, yearly May 1 changes in CREF retirement incomes have ranged from decreases of as much as 17 percent to increases of as much as 39 percent, with six increases of 30 percent or more."
TIAA-CREF provides pension coverage for 3,700 colleges, universities, independent schools and related nonprofit educational organizations. Approximately 850,000 participants now accumulate future annuity benefits through the TIAA-CREF pension system, and another 150,000 persons receive annuity income from TIAA-CREF.
Staff Benefits Manager Pam Beemer supplies the information for this column. Questions? Call her at 370-3483.

Funding Opportunities

Details about sources of external funding are available at the Office of Research and Academic Development, 370 SFH, or by calling 370-3222. Unless noted, proposal due dates are unknown.
National Endowment for the Humanities
NEH Fellowships, September 11; promoting excellence in a field, October 1; constitutional fellowships, June 1; travel to collections, July 15; younger scholars, November 1; and translations, June 1.
National Science Foundation
Cell biology, cellular physiology, and developmental biology, June 1; and

developmental neurosciences, integrative neural systems, molecular and cellular neurobiology, and psychobiology, July 15.
Public Health Service
New research grants, career development awards and conference grants, June 1.
National Endowment for the Arts
Challenge grants (letter of intent), November 1.

Job Listings

For information about job opportunities, call the Employee Relations Department at 370-3480 or visit 140 NFH.
• Business manager, east campus, AP-7, Office of Budget and Financial Planning.
• Assistant women's basketball coach and intramural director, miscellaneous, Department of Athletics.

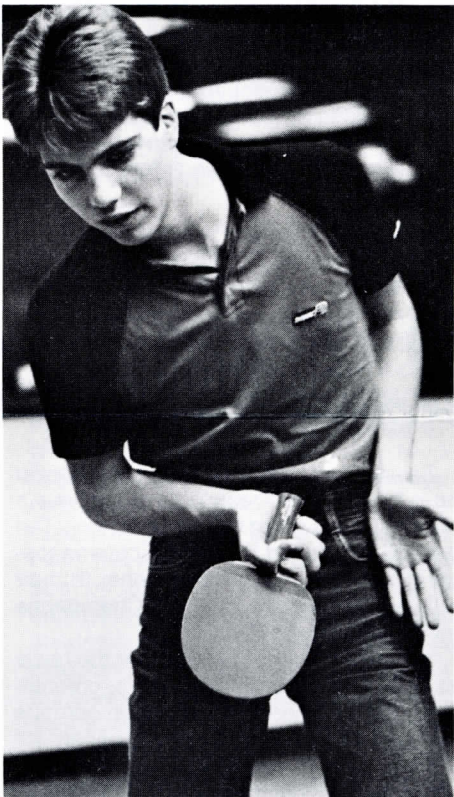
Summer Hours Begin June 2

The time you're due for work on June 2 will depend on the summer hours schedule that goes into effect then and continues until August 29.
Most university offices and operations will observe the traditional summer schedule of 7:30 a.m.-5 p.m. Monday-Thursday and 7:30-11:30 a.m. Friday. Persons on that schedule will take a half-hour lunch period between noon and 1 p.m.
A major exception will be the week which includes the July 4 holiday. During that week only, normal schedules will revert to 8 a.m.-5 p.m. with a one-hour lunch period. The July 4 holiday will be treated as eight hours of holiday time off with pay.
Although most university offices and operations will be closed on Fridays during the June 2-August 29 period, a number of them will remain open. The list of offices that *will remain open* on Friday afternoons includes the following, according to the Employee Relations Department.
Division: Academic Affairs
• Kresge Library
• Eye Research Institute, Arts and Sciences Advising Office, Office of the Registrar, Department of Physics, Center for the Arts (except during July), and the Continuum Center.

Division: Developmental Affairs
• Office of Developmental Affairs, Office of the OU Foundation, and Katke-Cousins Golf Course.
External Affairs
• Office of Alumni Relations.
Division: Finance and Administration
• Campus Facilities and Operations, mechanical maintenance, structural maintenance, heating plant, Department of Public Safety, motor pool, grounds (6 a.m.-2:30 p.m.), and campus cleaning (10 p.m.-7 a.m.).
Division: Governmental Affairs/General Counsel/Secretary to the Board of Trustees
• Office of Governmental Affairs and General Counsel, and Office of Board of Trustees.
Division: Office of the President
Office of the President.
Division: Student Affairs
Office of Academic Advising and General Studies, Oakland Center Scheduling Office, Special programs, Upward Bound (June 22-August 2), Office of Placement and Career Services, Office of Admissions and Scholarships (limited staff coverage on Friday afternoons), and Office of Special Advising (open on afternoon of August 29).

Table Tennis Whiz is Tops

Table tennis whiz David Alt has something to brag about these days. The junior mechanical engineering major won second place in the doubles competition and placed 15th in the singles at the National Intercollegiate Table Tennis Tournament in Colorado Springs.
"The competition was extremely tough," Alt said. His doubles partner, Khoa Nguyen of Mission College in California, won the men's singles event.
The 19-year-old Alt has played table tennis for seven years and now practices about three times a week, two to three hours each time. The game is almost second nature to Alt, as are competitive events.
At the national tournament, Alt was among 16 men and 16 women at the U.S. Olympic Training Center. All of them had earned a place there by winning regional events. The tournament was sponsored by the Association of College Unions International.
Alt spent three nights at the training center with all expenses paid by the U.S. Olympic Committee, the U.S. Table Tennis Association and the ACUI. Transportation to Colorado Springs was provided by funds from Oakland University with the help of Oakland Center Director William Marshall and Assistant Director Mona Wallace.
Alt first participated in tournaments shortly after learning to play in a Pontiac league. Since then he has been in four U.S. Open



David Alt

Tournaments, competing with players from around the world. He has competed in such places as Miami, Las Vegas, Toronto, Chicago, Oklahoma City and Princeton, N.J.
Alt is a member of the OU Table Tennis Club and is assisted by engineering Professor Joseph Hovanesian, head coach, and education Professor Harold Cafone, assistant coach.

OU Baseball Makes Comeback

Men's baseball has been reinstated as a varsity sport at OU.
The Board of Trustees on May 14 approved the recommendation which becomes effective as soon as possible.
Baseball was first authorized as a varsity sport in the spring of 1972 and terminated in 1980 for budgetary reasons. The university considered alternative actions this spring, including adding football or track, two options that were dropped because of excessive costs; or softball, an option in which there was little student interest.
The university needed to add one varsity sport to its program to remain in good stand-

ing in the Great Lakes Intercollegiate Athletic Conference. The board dropped wrestling on April 9.

GHC Adjusts Hours

Special clinic and physicians' hours for Graham Health Center are in effect.
Clinic hours until May 30 are 8 a.m.-5 p.m. and physicians' hours are 1-4:30 p.m. From June 2-August 29, clinic hours will be 7:30 a.m.-5 p.m. Monday-Thursday and 7:30-11:30 a.m. Friday. Physicians' hours will be 1-4:30 p.m. Monday-Thursday and 8-11 a.m. Friday.
The health center will be closed August 18-22 and will reopen for regular hours on August 25.

In The News

Recent media appearances by OU faculty and staff members have included the following.
• The Eye Research Institute was featured with the University of Michigan and Wayne State University facilities in a science page story in *The Detroit News*. The OU institute was featured in a full-page article in the *Eccentric*.
• Mike Sevilla, chemistry, was included in an *Oakland Press* article on low-level irradiation of foods.
• The *News* and *Oakland Press* ran features on the campus visit of Ernest Boyer.
• Vincent Khapoya and James Ozinga, political science, were interviewed by the *Oakland Press* about the Soviet Union nuclear problems.
• Edith Diggory, music, was the subject of stories in the *News* and *Free Press* and on WJBK-TV, WQRS radio and Michigan Public Radio about her trip to Moscow.

The *Oakland University News* is published every other Friday during the fall and winter semesters and monthly from June-August. Editorial offices are at the News Service, 109 North Foundation Hall, Oakland University, Rochester, MI 48063. The telephone is 370-3180. Copy deadline is noon Friday of the week preceding the publication date.
• James Llewellyn, senior editor and news director.
• Jay Jackson, staff writer.
• Ann Straky, photographer.

Quiet, please!

Theatre Turns into Set for Commercial Taping

Oh, sure, it *looks* easy but let's see you stand around for six hours to get 30 seconds worth of videotape.

That's exactly what a production crew did May 15 for the taping of a Blue Cross/Blue Shield commercial at Meadow Brook Theatre. Numerous run-throughs with a stand-in got things in final form for actress Maureen Stapleton, who unflinchingly read and reread her lines. Stapleton was on stage nearly two hours just to obtain the desired 30-second commercial and some still photos. The commercials are now being aired on Detroit television stations.

Modrack Productions produced the commercial for a Lansing ad agency. The commercial was the third of three starring Stapleton. The others were taped elsewhere. Modrack Productions allowed some spectators to get a feel for the work involved.

The transformation of the theatre begins at 7 a.m. when the crew sets up the lights and Panaflex camera. All the angles are marked off and equipment and cables are dragged into place. Some crew members from Meadow Brook assist.

The theatre is used to lend credibility to Stapleton's delivery. The "plot," if one calls it that, has Stapleton leaving a rehearsal. Dressed casually, she carries a script in one hand and tells all that can be told in 30 seconds.

As the morning wears on, stand-in Mattie Wolf, a veteran Detroit-area actress, repeatedly follows the tape on the floor where Stapleton will walk. She reads the lines to give the sound man an idea of what he'll pick up. She wears identical clothing to that of Stapleton for lighting checks. Wolf and Stapleton have nearly identical physical features.

After what seems like an endless number of rehearsals, the extras arrive. Four men

and a woman appear on camera — ever so briefly — to make it look real. They gesture a lot, hoping to be seen. One has trouble walking without making a lot of noise. Change shoes, the director intones. Now you look like you're tiptoeing, the director tells him. A few more rehearsals go by; the "principals" from the ad agency, the client and others who carry notebooks and get their way make a few suggestions. The tiptoeing actor's part is cut a bit. He's told to walk straight across the stage; forget climbing some steps altogether.

The cast and crew members are still jovial and accommodating, despite the hours of preparation. Wolf begins to play with the lines when the Teleprompter operator does not move the script along. "It's good, it's expensive, but who cares?"

"Just read the script, Mattie," the director asks.

"There isn't one; I made that up. I thought I did real well."

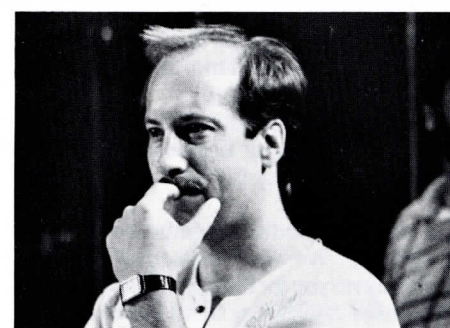
A few more principals arrive and sit in the audience. One becomes the immediate target of a few jokes. "Ed is the talent guy," the extras are told. "If anyone needs to make it big, this is the guy to talk to. He's from the West Coast."

"Ed?" asks one. "That's a strange name for a guy. Ed Guy." Some laugh, some don't.

Stapleton arrives after 10 and strolls across the stage. Attention picks up. A few last-minute discussions are held with the principals again as they talk about "the talent." Later, the more personal "Maureen" is substituted.

It takes about an hour for Stapleton to prepare. More rehearsals are held during this time. Someone is asked who the stand-in is. "I think she's well known in her own right for commercials," he answers, unable to think of her name.

Attention to detail takes hours when taping a commercial is involved. Jim Liska, right, contemplates the action, while below, actress Maureen Stapleton discusses the script with director Chuck Modrack. Rehearsals with stand-in Mattie Wolf, bottom, are done repeatedly to check the lights and sound.



As more adjustments are made, the extras and Wolf chat about working in the *Rosary Murders* film being shot in Detroit. A few express excitement that a friend got to speak in the film.

Wolf sits for a moment on the set used for *Sing for Your Supper*. She is not the least bit pretentious. "This is just a stand-in, sweetheart," adding moments later that Stapleton is "prettier on camera than I am."

The rehearsals continue. John C. Marotzke, director of photography, sizes up the situation again from behind the camera. "Do you see shadow on her?" he asks about

Wolf. "See the boom shadow on the paper?" The paper comes down quickly.

"I still see it. Would it help if you were walking or something," he says to the sound man, "so you could put the boom down?" A discussion begins and Marotzke continues:

"I can fix it. Put some streaks and tips here." He points to the wall and an assistant sprays some paint where Marotzke wants it.

It's 11:08 and tension picks up a notch. All the extraneous sorts are asked to park themselves in the audience. A principal slides back stage to check the camera shot again.

At 11:17 someone calls out what seems like the obvious: "Is Maureen waiting on us?"

"Yes, she's set to go."

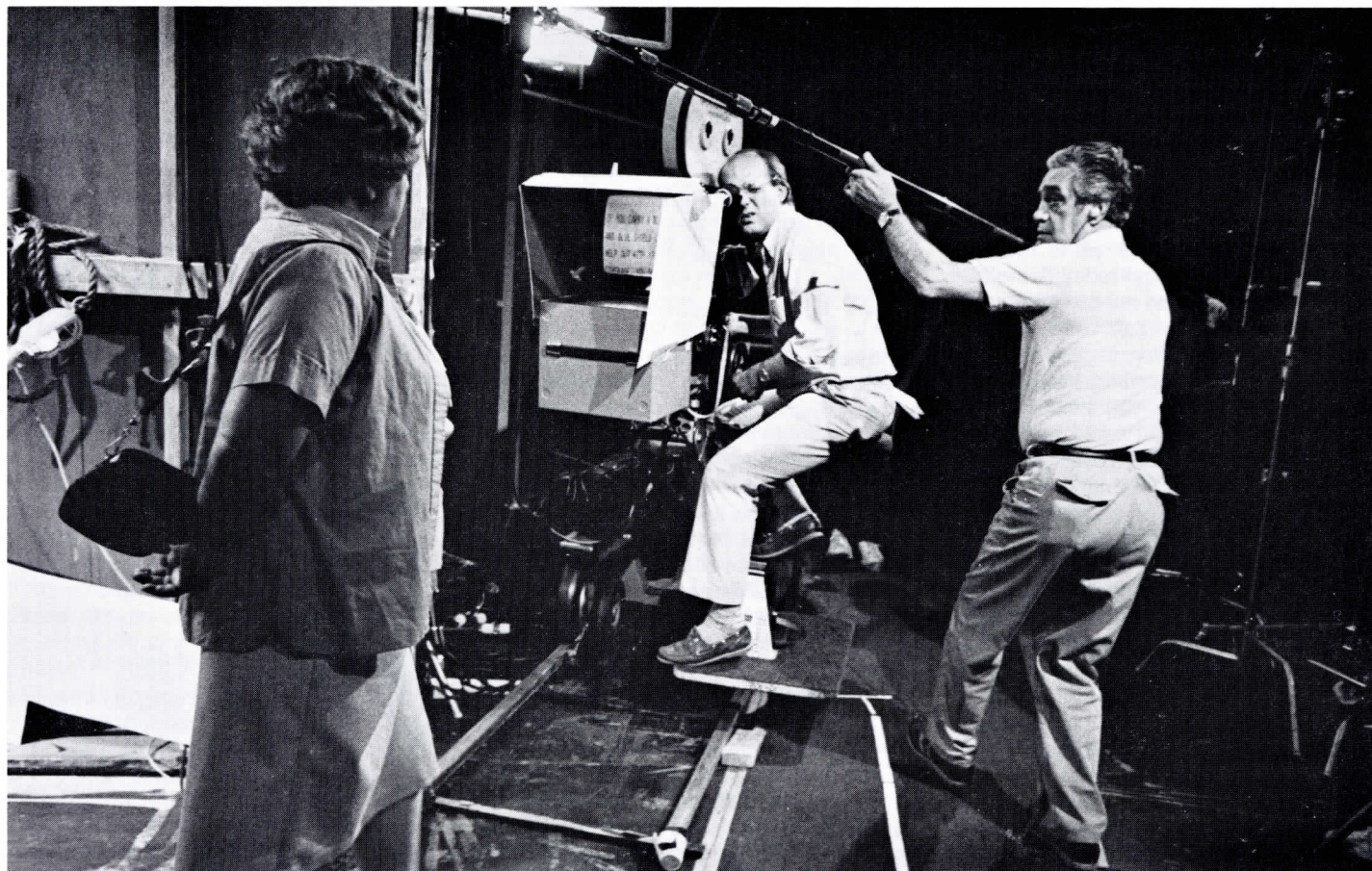
"Five minutes — four minutes."

Stapleton is escorted in, still wearing tennis shoes but now in the same color clothes that Wolf wears. The stand-in is done; she takes a seat in the audience, props her feet up and quickly nods off.

As Stapleton is shown the marks, more adjustments are made. The shooting begins. Minor problems come up. After all this time someone notices that the script says "medical coverage." It's changed to "Medicare" and things proceed. Not once does Stapleton question the crew's judgment nor does she complain about repeating things. A woman with a stop watch calls out the length of each take. "That was 26.55...28.00...27.30..." The director asks Stapleton to pause here or there, gesture a bit, or pick up a word she inadvertently dropped. Stapleton still never complains.

It's nearly 12:30 p.m. now and time to break out the cookies. Lunch sounds good, but these are not edible. Crew members light the cookies and carry them around the stage. In moments the theatre fills with smoke. After the smoke settles a bit, taping continues and the final version is eventually captured.

The smoke softens the lights and adds a nice effect. It also makes the eyes of some of the principals water.



Events

CULTURAL

Through June 27 — Community Dance Program, 132 Varner Hall. Fee. Sponsored by the Center for the Arts. For details, call 370-3018.

July 7-August 2 — Arts-for-Youth camps and the Meadow Brook Studies Program, Varner Hall. Fee required, but discounts are now offered for persons affiliated with OU. Sponsored by the Center for the Arts and Oakland Schools. Call 370-3018 to register.

CONFERENCES

May 29-June 1 — Michigan Spring School for Women Workers. To be held at OU. Sponsored by the Ken Morris Labor Studies Center and the Union Minorities/Women Leadership Training Projects at OU and other universities. Call 370-3136 for brochures listing the numerous events.

June 18-19 — American Society of Quality Control,

sponsored by the Division of Continuing Education and the Greater Detroit Section Automotive Division. Call 370-3120 for details.

June 20 — Coronary Care Conference at Meadow Brook Hall. Sponsored by the Division of Continuing Education, the Meadow Brook Health Enhancement Institute and Crittenton Hospital. Call 370-3120 for information.

July 18-20 — Upward Bound Alumni Reunion in honor of the program's 20th anniversary. For details, call 370-3218.

COURSES

Various courses are offered by the Division of Continuing Education. For the full schedule of classes, call 370-3120.

The Continuum Center has workshops and seminars on numerous topics. Call 370-3033 for a

brochure.

Through June 25 — Special Topics Series in Physical Therapy for Professionals. Presented by the Program in Physical Therapy and the Division of Continuing Education. Call 370-3120 for details.

June 6-8 — CPA relicensure weekends offered by the Division of Continuing Education and the School of Business Administration. Call 370-3120 for information.

LECTURES

May 27, June 3 and 10 — Presentation Excellence with instructors Sharon Howell and Donald Morse, 9 a.m.-noon, 126-127 Oakland Center. Sponsored by the Employee Relations Department and the AP Assembly. Call 370-3480 for details.

ATHLETICS

June 2-3 — Gehringer-Kaline Golf Classic, all day,

Katke-Cousins Golf Course. Proceeds benefit Meadow Brook Hall and the Department of Athletics. Reservations are required. Call 370-3140 for details.

June 15-August 1 — Sports camps sponsored by the Department of Athletics. Register now by calling 370-3190.

TOURS

June 13 — Sunset Terrace Revisited will be held until the fall conference season begins. See the home decorated in the style of the 1950s. Tour details will be announced.

Sundays — Meadow Brook Hall is open from 1-4 p.m. for browsers. No reservations needed. Call 370-3140 for details about this and other tours.

If it's open to the public or to the campus community, it should be listed here. Send items to the News Service, 109 NFH.

Testimony of Joseph E. Champagne
President, Oakland University
Before
The House Appropriations Subcommittee
on Higher Education
May 6, 1986

Chairman Hood and members of the Subcommittee: We wish to express our appreciation to you for the opportunity to make this presentation today. In his March 25th letter to the Presidents of the colleges and universities, Chairman Hood indicated that each President was to direct his testimony to the top three priorities or problems for the 1986-87 year at the respective campuses. In addition, certain materials relating to teacher education and training were requested and these have been forwarded to the Committee under separate cover. We are presenting to the Committee today a booklet which contains my testimony plus other pertinent facts and information about Oakland University and its relative standing in the higher education system of Michigan. I urge that the members of the Committee study this document for it will supplement my testimony and help to clarify the points I wish to make today and will continue to make in the weeks ahead as the appropriations process unfolds.

The three priority areas that I wish to cover in my testimony are not discrete, but inter-related. The first concerns Oakland's relative underfunding in the state's higher education system; the second relates to the process of enrollment management which has been brought about by the funding inadequacy; and the third concerns the challenge of maintaining enrollment diversity.

Oakland is still a relatively young university, very much in a dynamic growth mode. In the last ten years, Oakland has grown nearly 8 percent in enrollment while the overall higher education system in Michigan has declined by approximately 11.5 percent. Ten years ago Oakland's enrollment represented 4 percent of the total state higher education enrollment; today, it represents approximately 5 percent of the higher education enrollment. On the other hand, ten years ago Oakland's appropriation was approximately 3.2 percent of the total state appropriation for higher education and yet, today, it remains at approximately 3.2 percent. What this means is that Oakland has grown in its share of the higher education enrollment, but it has not grown in its proportionate share of the higher education appropriations.

Again, referring back 10 years, we find that Oakland was funded at the state average of higher education appropriations for the non-medical school institutions, but today, ten years later, we find that Oakland is approximately \$400 below the state average. The range in appropriations for the non-medical school institutions at the present time is from a high of \$4900 per student to a low of \$2800 per student. Oakland is receiving about \$3000 per student in financial aid, while the average is \$3400. It is difficult for me to understand this wide spread in state aid among the relatively comparable twelve institutions covered in this analysis. Oakland is third from the bottom in state appropriations per full-time equivalent students, yet we do not feel that this position is reflective of our program offerings within the mix of programs that exist within the state system.

One of the most significant contributing factors to this growing disparity in appropriations among the institutions in Michigan is the problem of enrollment decline in many institutions and enrollment growth in others without an appropriate recognition of the change. When the basic funding formulas were eliminated several years ago, shifts in enrollment no longer were considered a factor in the appropriations process and an enormous level of inequity has developed within the system. We have calculated that if Oakland were being funded at the same relative position it was funded in 1976, its appropriation for this year would be approximately 5 million dollars more than recommended. In other words, Oakland enrolls approximately 1500 students who are, in effect, not funded by the state. We have compensated for this lack of funding, relative to the other institutions, by increasing our teaching load such that our faculty, as supported by the data in the booklet distributed to you, have the highest student/teacher ratio in the state. We have deferred maintenance; we have among the lowest equipment expenses

per student in the state; we have an overall staff to student ratio which is well below the state average. To summarize, we have made up for the relative inequity in funding by increased productivity and decreased funding of programs or elements which could, *but really ought not*, be deferred. We urge that this committee study the problem of the wide variation of the funding rates per student in the various institutions and the consequent impact this has on the ability of the lower funded institutions to provide the level and quality of program expected of them. I do not suggest that you reduce funds from any institution, since each has special needs. The allocation of additional funds on a selected basis, however, should address the increased but unfunded enrollment at several institutions.

This point leads me to the second element of my testimony, namely, that of enrollment management. With Oakland's relative underfunding and with the enormous growth we have experienced, especially this past year, and with the significant demand for admission projected for the next year, we have come to a point in time where we must restrict enrollment. There simply are not sufficient resources for growth, even though the demand for growth is spiralling. While we have selectively curtailed enrollment in high demand programs such as engineering and business administration in the past, we now must include many other areas of the University and further restrict admissions, lest the continuing problem of not receiving funds for growth cause our programs to deteriorate in quality. Education cannot be second rate, for our students rightfully expect and deserve the best. Not only do we receive insufficient funds per students as pointed out earlier, namely, \$400 per student less than the state average of the comparable twelve institutions, our problem is also exacerbated by a serious lack of space on our campus. We only have approximately half of the square footage of general educational space of the state average per full-time student. We have had to use every possible device known to us to accommodate our growth and now our reserve of space is simply depleted. In fact, this year we are even converting the original Dodge farmhouse on the campus, built at the turn of the century, into general office space. We must turn away students, for growth has become a deteriorating burden with the current rate of state aid.

Enrollment management does raise a number of significant issues. How does one engage such a program and yet maintain the diversity within the student body which is representative of the population of the state? This problem area leads me to the third priority we wish to discuss today. It would be relatively simple to raise our admission standards higher and higher until we have achieved a decreased enrollment level consistent with the state funding. Indeed, most of the students who would be admitted through such a program would be extremely well prepared and bright students requiring minimal amounts of remedial work and, thereby, raise the overall educational standards of the institution significantly.

At first reflection, that result sounds desirable from an institutional point of view. However, some believe that one potential effect of enrollment management would tend to produce a disparate impact on groups within our society who have a right to a college level education. Therefore, as any institution engages in the process of enrollment management, it must find that mechanism which achieves the objective of managing enrollment on the one hand while at the same time maintaining a diversity within the student body which is equitable, necessary, and reflective of the broader society. Our commitment at Oakland to equality of access to all citizens must and will remain strong.

While we have been internally discussing at Oakland the process of enrollment management and how to avoid potential undesirable side effects, the report on minorities, handicappers, and women in our colleges and universities in Michigan has been released by the State Superintendent of Public Instruction. This report echoes many of the concerns that we have been studying in recent months at Oakland, and it reinforces our belief that one of the most significant potential solutions to the enrollment problems of minorities and disadvantaged students lies in a process of early intervention within the elementary and secondary

school system. The growing number of minority students graduating from high school and the declining number participating in the college experience is not unknown to you and is well presented in the recent state report. We were pleased that Oakland's programs of the past 20 years were noted in the report. However, an intensification of effort on the part of Oakland requires additional financial support, especially now when the institution is relatively and significantly underfunded in comparison with the other institutions in Michigan. We do not have adequate financial resources for our programs, and the early intervention efforts on the part of this institution are extremely difficult to carry out under the present underfunding situation. Nevertheless, in the past year a new pilot initiative with Pontiac School Systems has been set in motion involving seventh graders, a program entitled: Project Challenge.

Perhaps a brief statement of history on Oakland's intervention efforts is important. For the last two decades or so, Oakland University has operated programs targeted for pre-college age educationally, economically, or motivationally disadvantaged youth in the greater metropolitan Detroit area. A summary of these programs is contained in the booklet you have. Our programs coincide with the recent state report alluded to before which states that: "Urgent attention must be given to minority student preparedness at the K-12 level..." The validity of the affirmative impact of early intervention has, we feel, been significantly demonstrated. Oakland is eager to reinforce its effort in such activities and urges the provision of resources to accomplish these goals.

This year, 1986, marks the 20th year of the operation of the Upward Bound program at Oakland University. This federally funded program has assisted more than 2000 students in gaining access to institutions of higher education. The University's Cadet Engineering component of the Upward Bound program continues to facilitate the admission of minority students to engineering programs. In the past, the University operated the Oakland Prep School, which was an alternative education program designed for high school drop-outs who had encountered the criminal justice system but who also had academic potential. Over 600 students were served by this program, and the model would have been continued on a permanent basis had a millage been successful within the Detroit school system several years ago. The University has also operated a collaborative program between the Renaissance High School in the city of Detroit in an intense experience involving high school students working with faculty at the University. A major component of that program was a six week summer residential experience which enabled the talented student to engage in research in related fields from computers to archaeology. This program has been significantly reduced in complexity and scope because of funding problems. Participants in this program, following their graduation from Renaissance High School, have gone on to schools such as the University of California at Berkeley, Stanford, Harvard, Yale, Princeton, Brown, Dartmouth, University of Chicago, and other prestigious institutions. This success indicates that if there is significant early intervention, there can be great achievement. The University also operates a major summer support program for students primarily from inner city schools in which they attend a six week residential program on the campus as a pre-college preparatory effort prior to their admission to class in the subsequent fall semester. Our belief, however, is that while the latter program should continue to operate, our focus must be on earlier intervention that involves not only the school districts but also the parents.

Therefore, we are proposing to engage in a new pilot project with the Pontiac public school system. We currently operate a program involving seventh graders in Pontiac, as mentioned above, but it is limited in complexity to brief campus visits and information exchange. The new project would provide a significant intervention effort at the seventh grade middle school level and would continue to work with the students during the subsequent years until graduation from high school. The students would also be afforded a summer residential ingredient on the campus of Oakland University. The parents

would be engaged in structured university interaction, and the school district teachers and personnel would be heavily involved in the project. While the details of this project are not yet finalized, we believe that it will demonstrate a significant effort on the part of Oakland University to further its commitment to finding effective ways to encourage minority and disadvantaged youth participation in college. We would hope that, through the experiences gained in this pilot program, the university would be able to undertake a much broader intervention effort — going right down into the early elementary school years — so that we could create, within the student body, an awareness of the importance of the collegiate experience in their lives and subsequent futures. Hopefully, future college participation rates would rise.

Just as Oakland University recently formed the Oakland Educational Collaborative in order to help school districts more effectively produce well prepared and college-bound students, we are now prepared to form a new and significant effort. It would be focused initially within the Pontiac school system's early intervention program, in order to increase the number of disadvantaged students graduating from high school and entering college. We believe that we have the talent to make the difference. It is of high priority to us. We wish to make a special effort to supplement the pool of minority and disadvantaged prospective college applicants. It will take time to achieve dramatic results, but we must begin. Oakland's long history in early intervention efforts should give us the background necessary to succeed in such an effort which in the long run could have a lasting impact on college participation rates among minority and disadvantaged youth. We would propose to extend this project, if successful, to other areas of Southeastern Michigan.

We are requesting that this Committee consider special funding for this pilot project which we are prepared to initiate in the 1986-87 academic year. Our best estimate at this time in order to begin with an initial enrollment of 50 seventh graders indicates a requirement of approximately \$100,000 for the first year. Our intent is to build the program to 100 students who will eventually participate in a six week residential program during the summer months. During the academic year, they will be visited at least every two weeks and will return to the campus on alternate weekends. They will engage in programs of reading enrichment, academic socialization, quantitative enrichment, and will develop a long-term project in the area of their interest so as to stimulate their academic and intellectual curiosities. A significant component of this project will be an active parent club which will meet regularly on campus. It will be governed by a coordinating council who will be representative of the various academic and student affairs units on campus. Oakland University students shall be significantly utilized in the project so that we may achieve a second objective cited in the recently released report on minorities, handicappers, and women in Michigan colleges and universities by making the public more aware of the educational problems of disadvantaged youth. It is our belief that with a greater social awareness of these problems, the likelihood of achieving a reversal of the current trend of declining enrollments among minorities and disadvantaged can be accomplished.

Members of the Committee, we recognize that the project we have detailed above is simply a pilot project, but it builds upon Oakland's many years of experience in this area and exemplifies a true and sincere commitment to resolving this enormously critical social problem.

We thank you for the opportunity to appear before you today and to detail three priorities we shall be addressing in the weeks and months ahead. We would be pleased to answer any questions from the Committee.