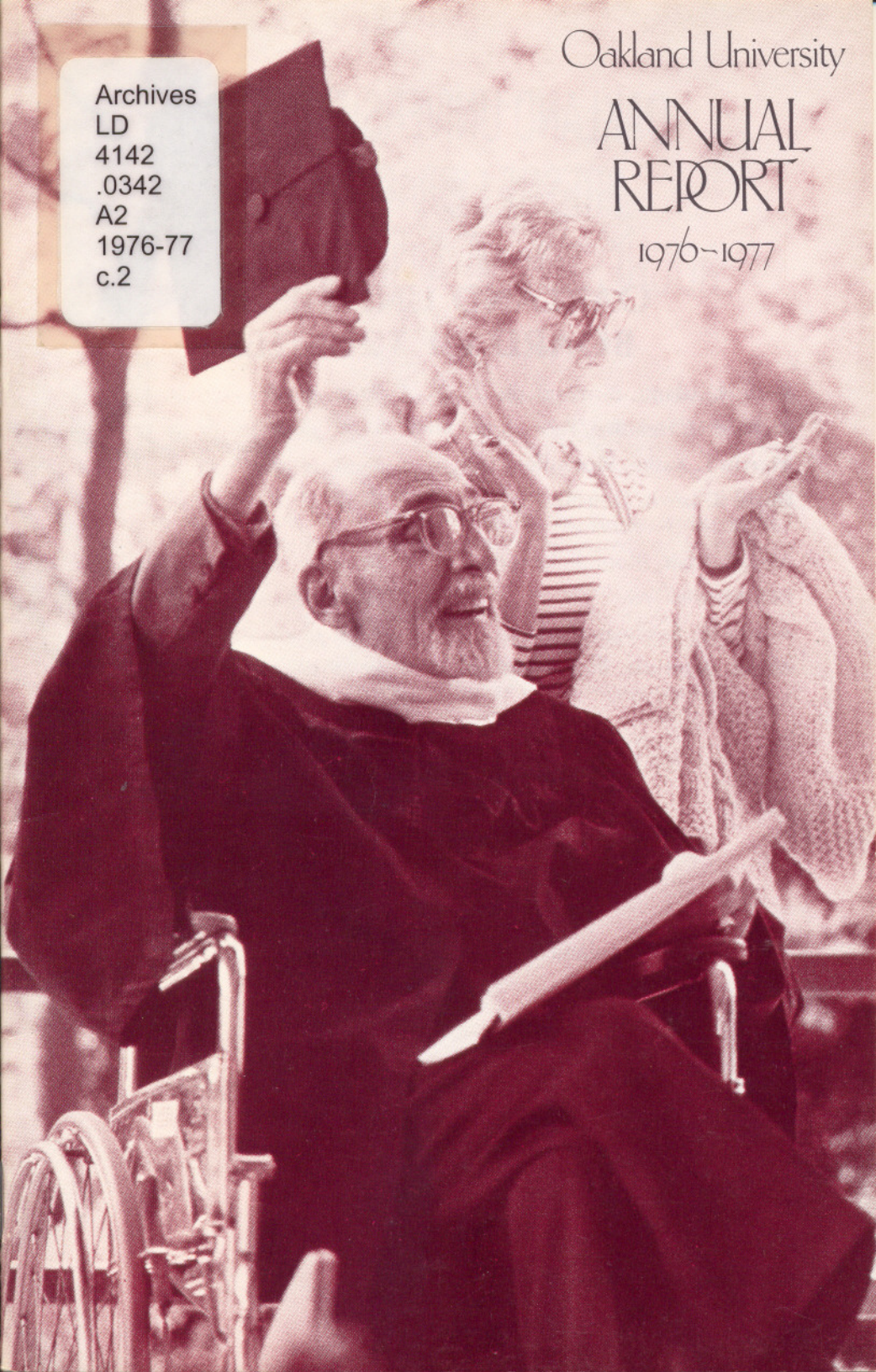


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Oakland University

ANNUAL REPORT

1976-1977



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Introduction

Annual reports are traditionally numbers-oriented. Numbers serve as useful indicators of the progress of an institution; they reveal values as well as value. Not only do they list physical worth, but they also make a statement about the values to which the institution subscribes.

While figures are integral to a total profile of Oakland University, exposure to the people behind the numbers is also vital to understanding the institution. All the statistics are generated, in one way or another, by people.

Fundamental (although often implicit) in any discussion of Oakland University are the students enrolled here. In fact, the student body is as much the bottom line as the Oakland University financial summary.

Recognizing the contribution of students to the character of the university, this report presents a glimpse of several students who made news in 1976-77. Financial highlights are also here, along with some notable accomplishments of each administrative division.

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Students: The Statistics and Beyond

OU Students: Who Are They?

Earlier in the history of Oakland University, characteristics of a "typical" student body could be pigeonholed fairly easily — typical students attended full time, were unmarried and came to Oakland directly from high school, attended class during the day, and received a degree in a liberal arts area or in secondary education with liberal arts emphasis.

During the 1960's, this stereotype applied for approximately half of all OU course enrollments. The rest were by students who were older, frequently married, often part-time, transfers, or majoring in engineering, elementary education, or management.

As the university became more complex, describing a typical OU student became more difficult. By 1976-77, three-quarters of course enrollments were either in the professional schools (rather than in the College of Arts and Sciences) or by students who did not fit the traditional demographic mold. In addition, the advent of off-campus extension sites and program options for exclusively evening students contributed to a more diverse student population.

In winter 1977, one-fourth of undergraduate credits were taken by students 24 years old or older. Students who had transferred from other institutions took 40 percent of undergraduate credits. The number of young (under 23 years old) married students was on the rise. Nine percent of OU undergraduates belonged to racial or ethnic minorities, a substantial increase from the mid-1960's. Now as before, most students come from the tricounty area of Wayne, Oakland, and Macomb.

The three students featured in this section are individuals rather than statistics. None of them completely fits the mold of either a traditional or nontraditional student. Coincidentally, they all had traditional undergraduate majors in liberal arts. But beyond that, the trio is diverse. One finished his master's degree at age 76. Another is a female basketball player from outstate Michigan. The third is a minority student who distinguished himself by fostering racial harmony in the residence halls.

(Data provided by OU Office of Institutional Research)

Harry Schucart

He's 76 and very ill. He earned two bachelor's degrees and a master's degree, and over 50 years he has taken numerous other college courses.

But by his own standards, Harry Schucart has not had enough of education.

"In fact," he reveals, "I was planning after this (M.A.) to go back for a bachelor's in English literature."

Schucart received an M.A. in history from Oakland University at June, 1977 commencement. His graduate grade average was 3.81 (on a 4.00 scale).

In 1974, he was the oldest bachelor's-degree recipient in OU history. A philosophy major, he "just missed cum laude by seven hundredths of a point" with a 3.53 average.

Two years after selling a pickle business he owned for almost 40 years, Schucart started at Oakland in 1968.

Taking two or three courses each fall, he spent winters in Kingsville, Texas at Texas Agricultural and Industrial University. Using the A & I library, he took independent study courses through OU. Topics included the relationship of popes and Jews, the life of Martin Luther, and absolutism and the powers of the king in 16th-century France.

He continued to work for the pickle business several hours a day. "I arranged my work hours to agree with my school hours," he said casually.

His wife, Dorothy, beamed, "He was the busiest retiree you ever came across."

Schucart describes his return to school in 1968 as "fulfilling a boyhood ambition. I waited 50 years for this — I promised myself . . ."

Mrs. Schucart reflected on the OU education. "People would ask what he was going to do with a degree. Don't they understand that some people like racing or sailing? He wanted to take it home. There's not one book here he hasn't been through thoroughly," she said, waving extended arms toward the crowded living-room shelves.

Schucart added, "The first time I was going to school for a tool to make a living with. The second time it was pure love of learning and joy of new ideas."

In 1927, he received an undergraduate degree in business from St. Louis University by attending exclusively in the evening and working for a shirt manufacturer during the day.

That year he also "married into the pickle business in St. Louis." Mrs. Schucart was quick to explain, "Whatever it (the business) did, he created."

During World War II, he attended Washington University in St. Louis, where he studied time and motion through the engineering school. Beginning in the mid-1930's into the 1960's, he attended business seminars for "pickle and kraut people" at Michigan State College of Agriculture and Applied Science (now Michigan State University).

According to his wife, he became a "top-notch food technologist, a fair chemist, and a fair bacteriologist."

How has college changed in 50 years? "Men and women are more slanted toward earning a living, making a dollar," Schucart said. "It has



become a real luxury just to go to school for a degree."

Higher motivation, he believes, distinguishes the older students from the younger students. Mrs. Schucart adds, "Drive is an inborn trait. Our generation were workaholics."

Schucart denies ever feeling handicapped because of his age. "I didn't know how I'd be received by students, but they accepted me as just another student."

Age generated memorable anecdotes. Schucart's wife recalls, "Once two girls interviewed him for a class. They asked how old he was; he said how old do you think. They said 50. They were surprised when he told them 70. It doesn't occur to them that people are still alive after 30."

Students and professors alike respected Schucart. Remembering the first day of the world history class he took from Leo Gerulaitis in 1968, he said, "Leo would stride up and down the stage in Dodge Hall. He has a gruff, satanic look, although he's gentle underneath. He turned around and pointed at me and said, 'What was the First Commandment in the Bible?' I gave the answer, and the kids were so relieved they stood up and clapped."

Mistaken identity was common. Schucart, who sports a white beard, tells about checking out books at Kresge Library with a 23-year-old philosophy instructor. "When John said he was faculty, they'd say 'come off it.' But they were sure I was faculty."

The same philosophy instructor once vocalized the irrelevance of age. Schucart was sitting in his office one day when "two kids walked by and saw John. One said, 'Is he a professor or a student?' John stepped out in the hall and asked, 'Is there any reason I can't be both?'"

Schucart said he had plenty of support from his family, including his wife, two daughters, and three grandchildren. "I couldn't have gotten through without my wife's willingness to make sacrifices — not financially, but in time. Every husband or wife of a graduate should receive a certificate, too."

But the motivation came from within. "I had an avid interest in learning," he said. "They (my family) kidded me about Kid Schucart going to school. I wasn't in competition with anybody, but they certainly weren't an impediment."

The support never overshadowed the Schucarts' independence. Mrs. Schucart said, "People ask what I did while he was going to school. What kind of question is that? We're individuals; you don't live out of each other's pockets."

Schucart calls himself "hardly competent" to advise students on a course of study, pointing to such variables as financial considerations and interests.

"It's a decision every student must make for himself," he contended. "If he's interested in earning power, one track would be to take graduate engineering. If he's interested in teaching, I would recommend graduate history classes."

Illness has had an adverse impact on Schucart's own continuing education. He had been urged to start on a doctorate, although he "knew it was out of the question. But I'd like to take a few courses."

Reading has become almost impossible. He laments, "Reading, to me, was almost as necessary as breathing. I find myself watching the

Match Game on TV, something I never thought I'd condescend to do."

For Harry Schucart, "the last eight or nine years have been the happiest of my life.

"Nothing would make me happier than to die sitting in the library studying — just quietly go to sleep."

Robert Thornton

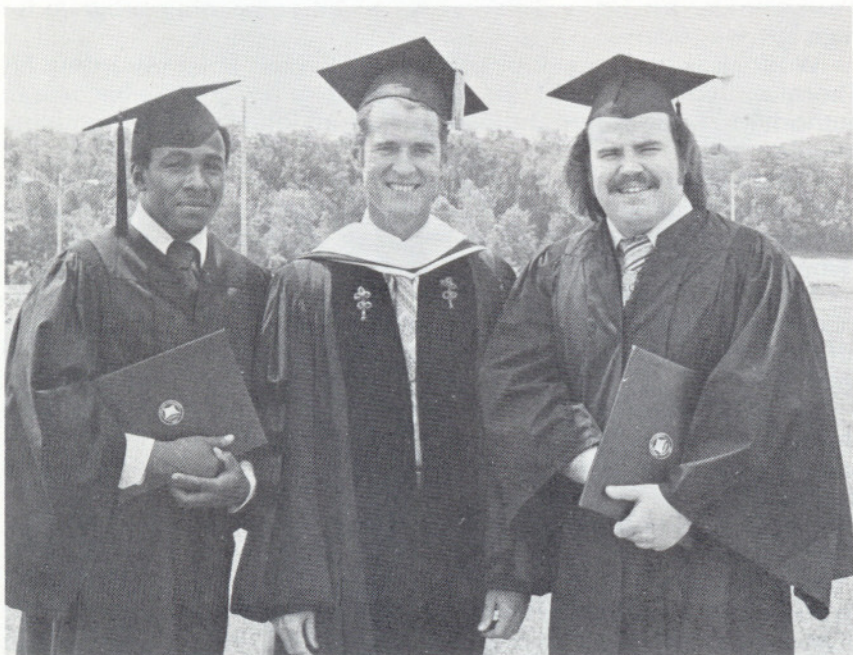
For Robert Thornton, living in the Oakland University residence halls was more than a roof over his head and a hot meal every evening.

He turned his dorm life into a growth and learning experience as valid as the knowledge he gained in the classroom.

Best known for promoting racial harmony as cofounder of Project Unity, Thornton and partner James A. Cummer received the first Human Relations Awards at June, 1977 commencement.

Thornton describes Project Unity as a "concept designed to promote racial understanding in the residence halls. It grew into a committee to raise awareness. We looked at why (adverse) situations exist and how to curtail them."

Many Project Unity programs have a "face-the-issue" format. Recent forums included a debate about the Alan Bakke reverse-discrimination Supreme Court case and skits on race relations with analyses by an Oakland professor. Project Unity also organizes community service activities and plans social events.



(From left) Robert Thornton, President Donald D. O'Dowd, and James Cummer.

Thornton says the beginning of his alliance with Cummer (in November, 1973) was unlikely. Then vice-president of the Intrepid Souls student organization and active in the Association of Black Students, Thornton had read an article by Cummer in the student newspaper. Thornton said he interpreted the piece to mean black students were receiving a disproportionate chunk of Student Activities Board money. The article particularly mentioned the Intrepid Souls.

"I was reading the article at the bottom of the stairs in Vandenberg Hall, and it sounded one-sided to me," Thornton said. "I asked some friends, 'Who is this white boy?' it turned out Cummer was coming down the stairs at the time."

They talked about the issue, and Thornton remembers, "I could see he was sincere."

Many discussions about dormitory race relations followed. Thornton, a Detroit, and Cummer, from Clio, were concerned that residence hall programs seemed to serve segregated needs. Some events drew exclusively blacks, while only whites attended other activities.

Both Thornton and Cummer believed programming had to be responsive to the whole community. Thornton remembers Cummer saying, "We have to do something big to bust this open."

The result was Project Unity, kicked off in late 1974 with a charity drive. In addition to bringing students together, the drive raised \$3,500 for four charitable organizations.

Thornton also served as vice-president and, later, president of Area Hall Council, the resident student government. He was a resident assistant (RA) for three years — first in Van Wagoner, then in Vandenberg, and finally in Hamlin Hall (the freshman dorm). In 1977, he was also head resident for Upward Bound, a college-preparatory program for high school students.

Working with younger students as an RA has been rewarding for Thornton. "I'm resourceful," he said. "To a certain extent I've become an authority on some things, and I like to share my knowledge with younger people."

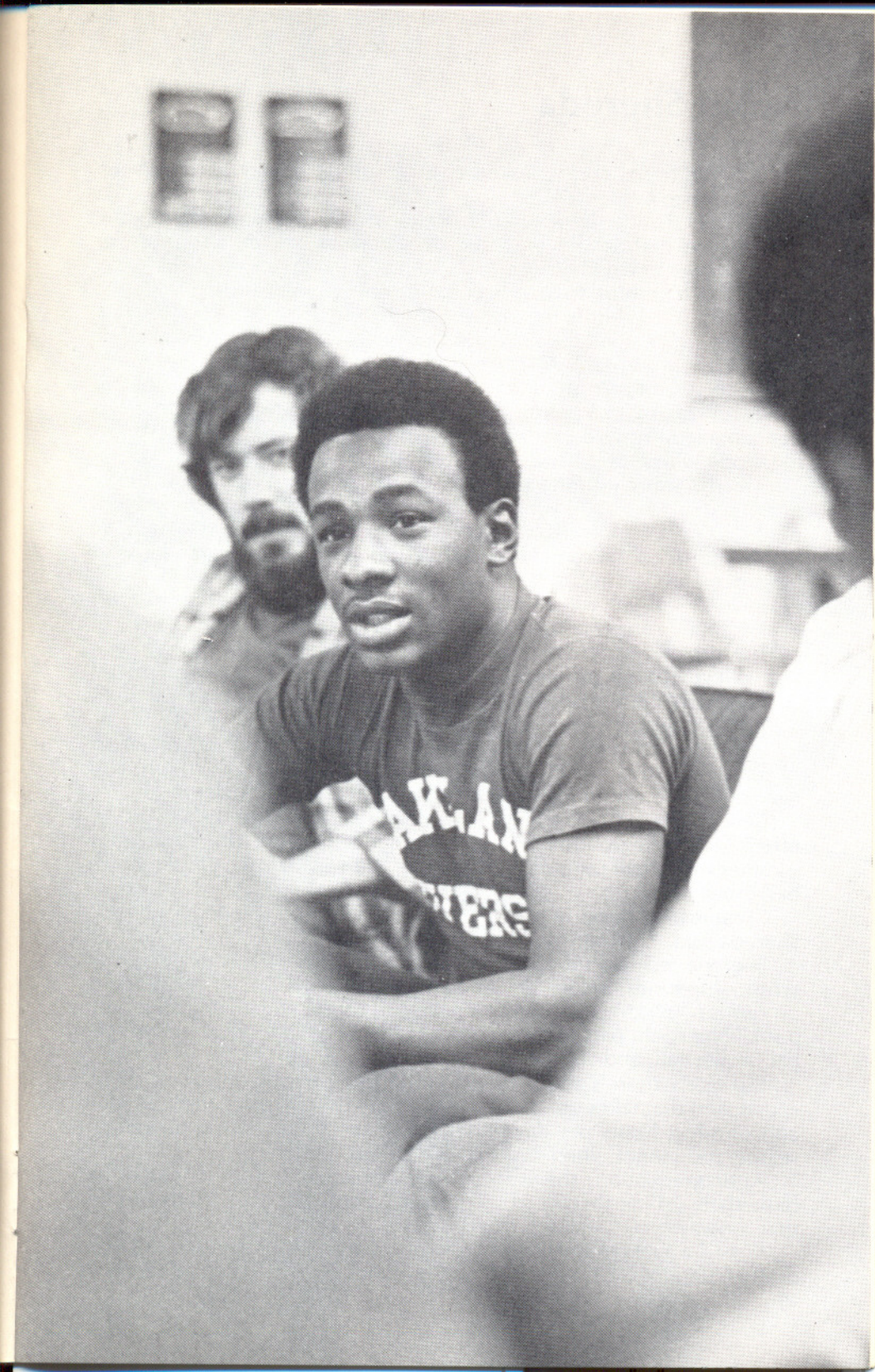
"That's why I don't mind being in Hamlin. In a freshman dorm people tend to stay up later, play stereos louder. Freshmen are not always good listeners. Sometimes it takes a semester on probation before they remember what I told them about studying a couple semesters ago."

Thornton is proud of the Oakland University residence hall program. "Compared to the rest around the state, we're one of the best. It's quite efficient. People might have various gripes, but they're on an individual level."

Now 23, Thornton came to Oakland out of Highland Park High School through the OU Summer Support Program, where selected first-semester freshmen take two courses with special help from professional counselors.

He expects to continue to law school. Eventually, he would like to be a federal judge.

First he is taking post-baccalaureate management classes at Oakland to prepare for a master's in business administration program at University of Michigan. He chose to change schools because "you have to move on — not necessarily to a higher level, but to a new horizon."



Helen Shereda

"My dad bought me a basketball for my fifth birthday, and I've been bouncing one ever since."

Oakland University sophomore Helen Shereda might have gone straight from high school to a career as a professional softball player. She chose college instead because "you can't play pro sports your whole life. You need something to lean back on in case you get hurt."

That is not to belittle the place of athletics in Shereda's life. The 6'½" freshman last year led the Oakland University women's basketball team to a 16-5 record in 1976-77. The team finished third in Great Lakes Inter-collegiate Athletic Conference play with an 8-4 record. Shereda was top scorer, averaging 21.5 points per game. Her rebounding average of 15.6 per game led the 1976-77 team. The rangy center boasts a 20-foot shooting scope with either hand.

Shereda was chosen to go to Taiwan in summer 1977 to play in the international Jones Cup Tournament. The United States entourage competed against women from Korean, Japanese, and French national teams and three Taiwan clubs. (K.D. Harte, another Michigander who has since enrolled at Oakland, also competed in the tourney.)

In 1977, Shereda was also named an alternate for a three-week New York training camp for the World University Games.

She also plays on the women's volleyball and softball teams. Although the volleyball team posted a 7-6 record in 1976, the 1977 season record climbed to 24-12. She pitched in a 7-5 softball season, but notes that three of the losing games were dropped only by one run.

Although officially still undecided, Shereda expects to major in history. A native of Freesoil, Michigan (between Ludington and Manistee), she would like to return there to teach someday.

One of 18 graduating Freesoil seniors in 1976, she said she "had 60 offers" for college admission. OU won out because she attended a summer basketball camp in 1975 and met Rose Swidzinski, OU women's basketball coach.

"I came here because I knew (Oakland) had a high academic rating," Shereda said. "I liked the school and the coach."

Shereda receives substantial assistance from two Oakland University scholarship funds: student life and athletics. In 1976-77, she also worked on campus "picking up stones from the golf course and driving for motor pool." She spent part of the summer teaching at OU camps for basketball, volleyball, and softball.

But lately there's room for only one thing besides studying: "just sports, and that takes up enough of my time." She spends three to four and one-half hours per day practicing (three hours during basketball season and longer when two sports overlap).

After graduation, she wants to play pro ball — either softball or basketball. Failing that, "I would coach if I couldn't play. I'd like to do that anyway.

"I had a pro contract as a senior in high school," she said. "I was drafted 16th in the Travelers (a now-defunct women's softball team). I



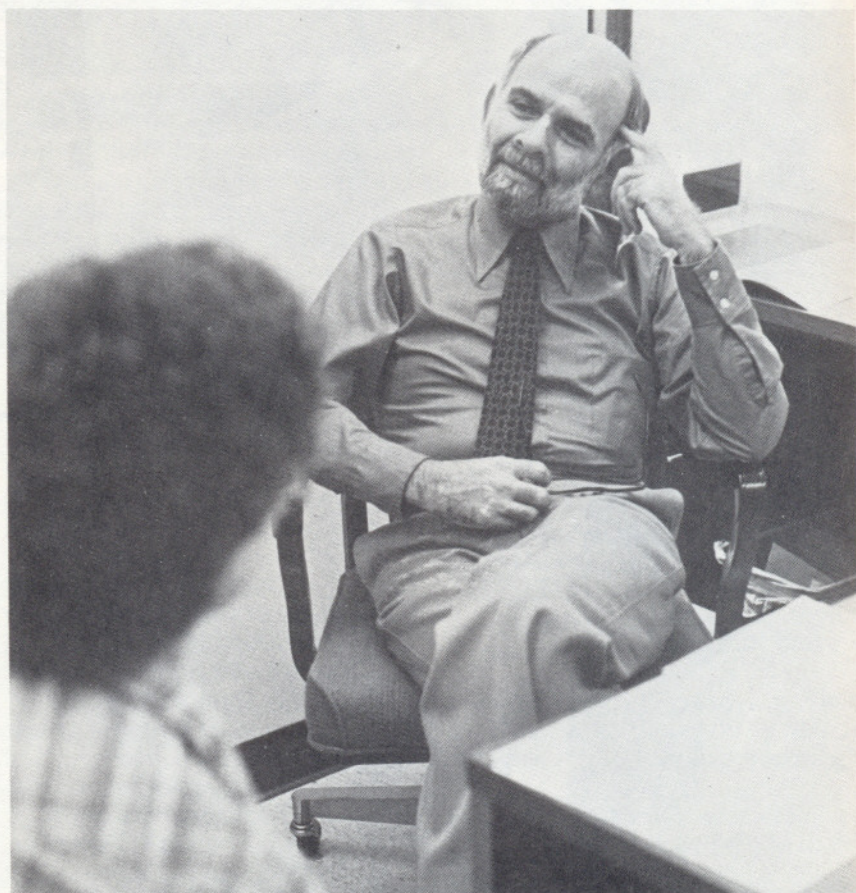
decided not to take it because I thought playing in college would be a lot more fun."

Shereda thinks the opportunity for women in sports at Oakland University "is there as long as you put your mind to it."

Generally, she feels opportunities in women's sports have "greatly expanded in the last two or three years. I think there's lots more room for improvement, though." She cites talk of organizing a Women's National Basketball Association as one positive move.

She remembers inequities in high school, too. "The men's team got brand new uniforms every two years, but the women still use the uniforms from when I was in high school. We even used the warmups my dad had in high school — 25 years ago."

Special encouragement came from her 6'3" father, who played basketball and baseball. In fact, the entire Shereda family has its athletic heads in the clouds, including her mother (5'9"), sister (5'10"), and two brothers (6'7" and 6'2").



Honors College Director Melvin Cherno counsels a student.

Inside the Institution: Administrative Reports

Academic Affairs

Major emphases in the academic sector of the university were on quality program development and attracting grants and research support. Both ongoing endeavors were successful, with several new courses of studying emerging and external grant and contract support reaching a record \$2,712,672, with research funding totalling \$847,774. An educational development fund was established and three departmental study grant proposals were funded during the year.

The Honors College of the Faculty of Arts and Sciences was approved. The special program for serious, highly motivated students was launched in fall, 1977 with some 30 students representing majors in professional areas as well as in liberal arts. Honors College students take a special track of general education courses and complete an independent project and an oral examination in addition to regular courses in their major areas. Melvin Chernow, professor of history, was named associate dean and director of the Honors College.

For the first time in OU history, enrollment dropped slightly during 1976-77. Oakland had continued its growth during the first half of the decade while higher education in the state was stable in enrollment. Following the dip in 1976-77, Oakland resumed its growth in the fall of 1977.

However, the levelling enrollment did not signal curricular stagnation. Several new programs were approved internally, and others received preliminary internal consideration.

Receiving internal approval were an undergraduate major in public administration and public policy, master's programs in medical physics and music, and a Ph.D. program in reading education. Also approved were a secondary education teaching minor in music, a bilingual/bicultural minor in elementary education, and a health-physical education continuing certificate endorsement.

Program proposal developments projected for 1977-78 include concentrations in gerontology and medieval studies; a baccalaureate in theatre arts; and master's degree programs in liberal studies, linguistics, and sociology. Also under consideration is coordination of programs in music, dance, and theatre. A Faculty Council for the Performing Arts may be formed as an intermediate move toward a possible School of Fine and Applied Arts.

Another major accomplishment was negotiation of a three-year agreement with the Oakland University chapter of the American Association of University Professors. The new contract ended a three-day faculty strike in September, 1976.

The Institute of Biological Sciences received a national research services award of approximately \$300,000, and institute faculty continued their involvement in an international cataract research program.

Major personnel appointments in the division included Lawrence Bartalucci as registrar and George Gardiner, reappointed as dean of Kresge Library.

The College of Arts and Sciences made several personnel appointments. While searches continued for chairpersons, John B. Cameron and David G. Lowy were named acting chairpersons of the departments of art and art history and of psychology, respectively. Reappointed as chairpersons were John Barnard (history), Jack R. Moeller (modern languages and literatures), and Nalin J. Unakar (biological sciences).

Two senior faculty members died during the year: Richard M. Brace, professor of history; and John Rue, professor of political science.

Mary Karasch, associate professor of history, went to Brazil as a Visiting Fulbright Scholar.

The School of Economics and Management enjoyed substantial growth in undergraduate and graduate enrollment. A health facilities management concentration to be sponsored by the school is being explored, and a doctoral program in management is in the early planning stage.

In addition to the internally approved Ph.D. reading program, the School of Education faculty continued to develop a proposal for a specialist in education degree. Personnel appointments included Patrick J. Johnson as acting chairperson of the Department of Teacher Education and Doris Sponseller as associate dean of the School of Education. Robert Payne served as acting dean in winter 1977 while Dean Laszlo Hetenyi recovered from surgery.

The School of Engineering concentrated on the search for a new dean. Since fiscal year-end, Mohammed S. Ghausi has accepted the deanship. Ghausi was formerly professor and chairperson of the Wayne State University Department of Electrical Engineering.

The first nursing graduates were slated to receive their degrees in December, 1977. The charter class of the School of Nursing experienced high attrition compared to most other majors; 45 percent of the freshmen did not achieve junior standing.

The Center for General and Career Studies continued to sponsor viable programs in learning skills and New Charter College, with most Bachelor of General Studies degree options also thriving.

Activity in the Center for Health Sciences focused on developing new program proposals. A physical therapy program is currently being considered.

Program development was a major accomplishment in graduate study, with three new programs approved in 1976-77 and three more slated for advancement to the Board of Trustees in 1977-78. A severe drop in graduate enrollment continued to be the major concern in the graduate study area.

FACULTY PROMOTIONS 1976-1977

Faculty members promoted to full professor were:

Norman Tepley (*Physics*)
Paul A. Tipler (*Physics*)
Gilbert L. Wedekind (*Engineering*)

Faculty members promoted to associate professor were:

William E. Bezdek (*Sociology*)
Peter J. Binkert (*Linguistics*)
James W. Dow (*Anthropology*)
Joel S. Fink (*Education*)
Algea O. Harrison (*Psychology*)
William D. Jaymes (*French*)
Mary C. Karasch (*History*)
Paul A. Ketchum (*Biological Sciences*)
Lawrence G. Lilliston (*Psychology*)
John Marney (*Chinese*)
Carl R. Osthaus (*History*)
Jacqueline R. Scherer (*Sociology*)
James C. Schmidt (*Education*)

Faculty members promoted to assistant professor were:

J. Clark Heston (*Philosophy*)
Diane B. Stricker (*Economics and Management*)
Harold E. Weiner (*Education*)

Campus and Student Affairs

The university celebrated its decade-long commitment to disadvantaged students with a special commemoration weekend in June, 1977. Alumni, parents, and students entering both the university and the Upward Bound program in 1977 joined in the activities.

The university received its first Upward Bound grant in 1966, and then initiated Project 20 in 1967 by admitting 20 minority students under a special program. Since that time, the program has expanded — both in scope and numbers — and Oakland has received substantial national recognition for its programming in this area.

Oakland's intercollegiate athletes posted several winning records. For the third straight year, the men's swim finished in the top 10 nationally. The women's basketball team notched a 16-5 season record. In addition, individual athletes distinguished themselves by winning berths on international teams, and two OU swimmers were named to the NCAA All-American Division II swim team for the fourth straight year.

The intramural and credit athletic programs also continued to develop. The intramural program included 13 sports, 89 teams, and 839 students. In addition, 26 undergraduates and five graduate physical education courses were taught.

The student organizations and commuter services functions were combined into Campus Information, Programs, and Organizations. Former commuter services director Rosalind Andreas heads the new office, which plans, implements, and publicizes campus-wide programs.

In the Student Enterprises area, a registration fee assessment petition drive was successful; students may now volunteer an extra dollar at registration as revenue for The Village. The major Village improvement in 1976-77 was decoration and renovation of the main floor of the Creamery.

Programming emphasis in the residence halls shifted from social to educational, and the Residence Halls Programming Board was revived. Occupancy rose and contract release requests declined.

Concerned about the problem of student retention, the Office of the Dean for Student Life provided impetus for a university-wide seminar on retention.

Highlights in the Office of the Dean of Student Services were earlier notification of dismissal, a revised readmission policy and elimination of the readmission fee, and continuation of veterans' services with a \$19,000 United States Office of Education grant.

The Career Advising and Placement Office had more than 15,000 contacts with students, served 800 alumni, and hosted 25 percent more recruiters than during the previous year. In addition to the recruiting activity, senior seminars and small career skills seminars were also held.

The placement office was instrumental in securing a Fulbright study grant for a student for graduate work in Poland. A \$15,000 grant for scholarships was also obtained from the William T. Morris Foundation.

The Undergraduate Advising and Counseling Department implemented a new advising program and held orientation for freshmen, transfers, and parents. In addition to general programs, special services

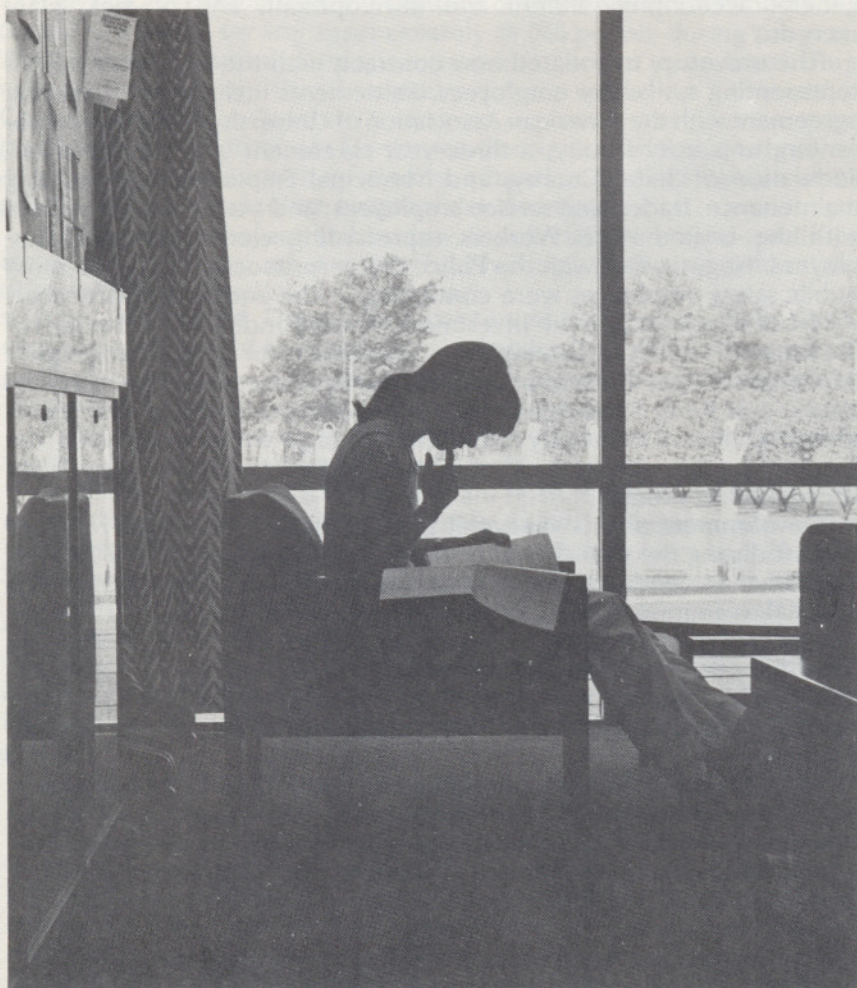
were offered to foreign and handicapped students.

Continuing its move toward a self-supporting base, Graham Health Center was forced to reduce its professional staff and raise the price of physician visits. Simultaneous concerns were to provide reasonably priced quality outpatient and emergency medical services and to emphasize preventive medicine.

The University-Community Counseling and Psychological Center extended its training program to include advanced interns from doctoral programs in clinical psychology at other universities.

The division continued to utilize student staff support with student interns appointed in the offices of Commuter Services, Special Programs, Undergraduate Advising and Counseling, and Student Enterprises.

The university engineer's office installed a carillon tower on Varner Hall, converted a building for the Child Care Center, installed an energy management system, and made improvements on the Meadow Brook Festival grounds.



General Administration and Public Service

Several notable achievements of 1976-77 were effected by staff resources that crossed divisional lines. Three such examples were design and implementation of a payroll/personnel system, collective bargaining activities, and participation on a statewide budget task force. All three projects had strong ties to the Division of Business Affairs but received extensive cooperation from other areas of the university.

The payroll/personnel system is the first phase in the overhaul of all major administrative computing systems. During the year, detailed specifications for the system were developed, an outside vendor selected, and modifications to the systems identified. The system will be operational by July 1, 1978. Other projects slated to follow the payroll/personnel task are development of new systems for student records, general accounting, alumni and development, and physical plant records.

The university negotiated new contracts with the four labor unions representing university employees. Settlements included a three-year agreement with the American Association of University Professors representing university faculty; a three-year agreement with the American Federation of State, County, and Municipal Employees representing maintenance, trades, and service employees; and a two-year agreement with the United Auto Workers representing clerical-technical employees. Negotiations with the Police Officers Association representing public safety employees were continuing at the end of the fiscal year.

Work continued on the Investment Needs Funding Model as part of the statewide effort to develop a new mechanism for determining higher education budget appropriations. Ray Harris (budget director, business affairs) and Keith Kleckner (associate provost, academic affairs) represented Oakland University on the task force which developed the funding model used as a major component of the 1977-78 legislative appropriation process.

Development efforts in several areas of the university also received a boost during the year. The alumni office came of age in 1976-77, with fund drive proceeds topping \$31,000. The fund-raising program received national recognition for improved giving from the Council for the Advancement and Support of Education and the U.S. Steel Foundation. Growth, both in number of donors and dollars raised, exceeded 30 percent. The alumni office also received a citation from CASE for a new "swap" program which generated 200 volunteers for the alumni telethon.

Meadow Brook Hall also received several significant gifts and grants, including funds to complete the John Dodge Archives Room from John VanLennep and \$60,000 from the Matilda R. Wilson Charitable Fund for restoration projects. The Gilders, a Meadow Brook Hall development fund, was established and received \$25,000 in contributions and \$60,000 in deferred pledges.

Two university giving clubs set memberships record during 1976-77. President's Club membership reached 119 persons who have committed

\$10,000 or more to OU. The Century Club, which requires a contribution of at least \$100 annually, reached a membership of 300. University Associates membership totalled 23 in its first year, with each member contributing between \$500 and \$1,000.

Major gifts to the university included \$145,000 from the Kresge Foundation for Meadow Brook Music Festival grounds renovation, sculpture valued at \$14,000 from Mr. and Mrs. Leonard Kastle, and \$21,122 in laboratory equipment from Dr. Donald Dawson for the Center for Health Sciences.

Other activities of note by the various divisions during the year follow.

The Urban Affairs Center expanded its Oakland County/Oakland University Student Intern Program to include Macomb County. Funded by Comprehensive Employment and Training Act (CETA) grants, the program enables upper-level students to work in various county government offices.

The five departments in the Division of Continuing Education continued to expand, serving approximately 98,000 people during the year. The National University Extension Association cited three continuing education programs: The Continuum Center workshop "Alternative Career Options for Teachers" received an award for creative programming, the Birmingham Center for Continuing Education received an award for innovation in continuing education, and the legal assistant program won an award for program development.

Highlighting the year at Meadow Brook Hall were mini-vacations for senior citizens, another successful Christmas Walk, and publication of the Meadow Brook Hall Cookbook.

The Conference Department continued its growth with 10,400 conferees taking part in 68 programs, compared to 7,400 conferees in 50 programs a year ago. Douglas A. Peterson joined the conference staff as assistant director for design and development.

The Labor Education Service completed its fourth year, with off-campus enrollment totalling 786 in 1976-77.

In the fourth year of a five-year grant from the National Institute of Mental Health, the Continuum Center trained volunteer preventive mental health workers. The center's older adult project had 22 para-professionals working as peer counselors in personal growth groups. The project is supported by the National Institute of Mental Health and the Administration on Aging.

The public relations office expanded its range of services with the addition of two staff members: Nance Liese as the university's first sports information specialist, and Roxan Steehler as a graphic artist/photographer.

The computer center underwent significant personnel changes, with C. William Thompson assuming the directorship after several months as acting director. Mary Withington replaced Thompson as manager of Management Information Systems, and JoAnne Kowalski replaced Frank Babicz as manager of operations. In addition to the personnel changes and the work on the payroll/personnel project, the computer center began a study of computer hardware needs. It is expected that the university will replace both of its computers within the next year.

Meadow Brook Music Festival drew 155,122 persons to its 1976 season, while attendance at Meadow Brook Theatre reached a record 138,163 in 1976-77. The theatre also played on tour to 4,500 persons in 16 Michigan communities. Grant support for the theatre included \$130,000 from the Michigan Council for the Arts and \$25,000 from the National Endowment for the Arts.

The 1976 Meadow Brook Festival Executive Committee chairpersons were Mr. and Mrs. F. James McDonald, and the 1977 chairpersons are Mr. and Mrs. John C. Secrest. The 1976 committee raised \$165,000 toward support of festival and theatre operations.

"Art in Architecture" highlighted the year at Meadow Brook Art Gallery. The exhibit presented a selection of architectural complexes representing integration of art and architecture in the United States, Europe, and Asia and included works by Calder, Picasso, Lipchitz, Oldenburg, and Noguchi.

CONTINUING CONTRACT AWARDS

Administrative-Professional personnel awarded continuing contracts during 1976-77 were:

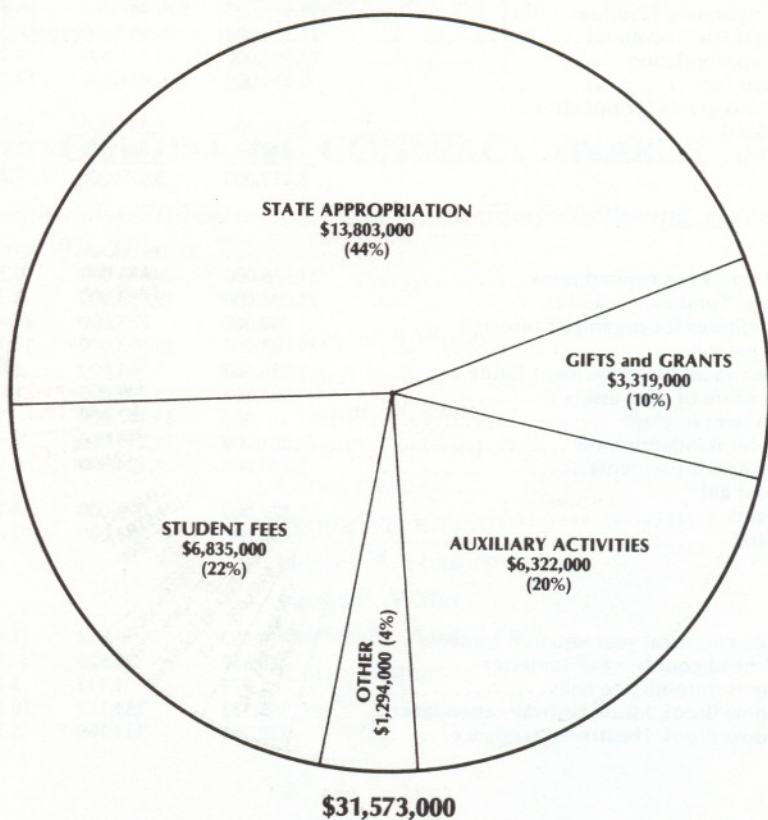
Rosalind Andreas
Daniel R. Brown
Prasanna K. Datta
Billie C. DeMont
Isabel Harper
Terence E. Kilburn
Harvey A. Shapiro
Elinor B. Waters
Patrick R. Whitehead
Ralph Wigent

The Numbers: Financial Highlights

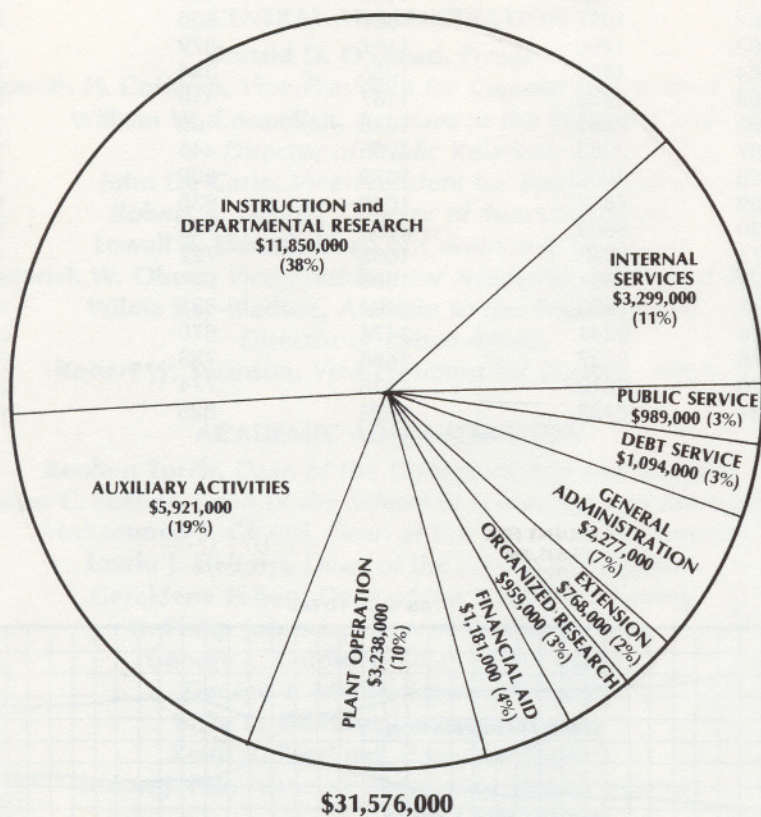
			% INCREASE (DECREASE)
	1976-77	1975-76	
Total operating revenues	\$31,573,000	\$29,067,000	8.6
General Fund revenues	21,314,000	19,907,000	7.1
State appropriation	13,803,000	13,243,000	4.2
Student fees	6,835,000	6,034,000	13.3
Gifts and grants for operations:			
Federal	2,345,000	2,031,000	15.5
Other	974,000	1,048,000	(7.1)
	3,319,000	3,079,000	7.8
Total operating expenditures	31,576,000	28,635,000	10.3
General Fund expenditures	21,098,000	19,853,000	6.3
Expenditures for organized research	959,000	771,000	24.4
Total payroll	20,797,000	18,853,000	10.3
Market value of endowment funds	1,416,000	1,361,000	4.0
Book value of total assets	74,963,000	73,799,000	1.6
Investment in plant	61,217,000	61,167,000	.1
Long-term indebtedness	13,881,000	14,246,000	(2.6)
Debt service payments	1,130,000	1,124,000	0.5
Student aid:			
Grants	1,177,000	1,079,000	9.1
Loans	436,000	387,000	12.7
Enrollment, fiscal year equated students	8,493	8,612	(1.4)
Total head count — Fall semester	10,457	10,526	(.7)
Students in residence halls	1,179	1,142	3.2
Meadow Brook Music Festival—attendance .	155,122	133,173	16.5
Meadow Brook Theatre—attendance	138,163	131,169	5.3

**OPERATING REVENUES
AND EXPENDITURES
YEAR ENDED
JUNE 30, 1977**

SOURCE OF FUNDS

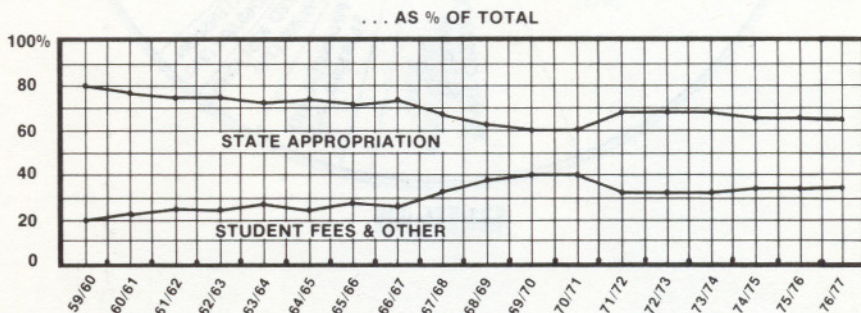


USE OF FUNDS



GENERAL FUND REVENUE PER FISCAL YEAR EQUATED STUDENT

FISCAL YEAR	FISCAL YEAR EQUATED STUDENTS	SOURCE		TOTAL
		STATE APPROPRIATION	STUDENT FEES AND OTHER	
1960	471	\$1167	\$274	\$1441
1961	765	1149	328	1477
1962	1087	901	305	1206
1963	1290	1177	379	1556
1964	1480	1055	384	1439
1965	1859	1187	419	1606
1966	2551	1028	409	1437
1967	3283	1295	446	1741
1968	4086	1073	500	1573
1969	4852	1040	635	1675
1970	5905	1058	723	1781
1971	6643	1063	722	1785
1972	6981	1308	577	1885
1973	7403	1404	633	2037
1974	8241	1474	670	2144
1975	8537	1466	733	2199
1976	8612	1538	774	2312
1977	8493	1625	885	2510



Oakland University is a state-supported institution of higher education located in Rochester, Michigan. The university offers a wide range of undergraduate programs, 20 master's, and one doctoral program. The university is governed by an eight-member Board of Trustees appointed by the governor.

NON-CIRCULATING

CENTRAL ADMINISTRATION

Donald D. O'Dowd, *President*

Kenneth H. Coffman, *Vice-President for Campus and Student Affairs*

William W. Connellan, *Assistant to the President and
Director of Public Relations*

John De Carlo, *Vice-President for Public Affairs*

Robert A. Dearth, *Director of Special Projects*

Lowell R. Eklund, *Dean of Continuing Education*

Frederick W. Obear, *Vice-President for Academic Affairs and Provost*

Wilma Ray-Bledsoe, *Assistant to the President and
Director of Urban Affairs*

Robert W. Swanson, *Vice-President for Business Affairs*

ACADEMIC ADMINISTRATION

Reuben Torch, *Dean of the College of Arts and Sciences*

Norton C. Seeber, *Dean of the School of Economics and Management*

Mohammed S. Ghausi, *Dean of the School of Engineering*

Laszlo J. Hetenyi, *Dean of the School of Education*

Geraldene Felton, *Dean of the School of Nursing*

G. Philip Johnson, *Dean of Graduate Study*

George L. Gardiner, *Dean of the Library*

George T. Matthews, *Vice-Provost*

Billie C. DeMont, *Associate Provost*

Keith R. Kleckner, *Associate Provost*

Moon J. Pak, *Associate Provost for Health Sciences*